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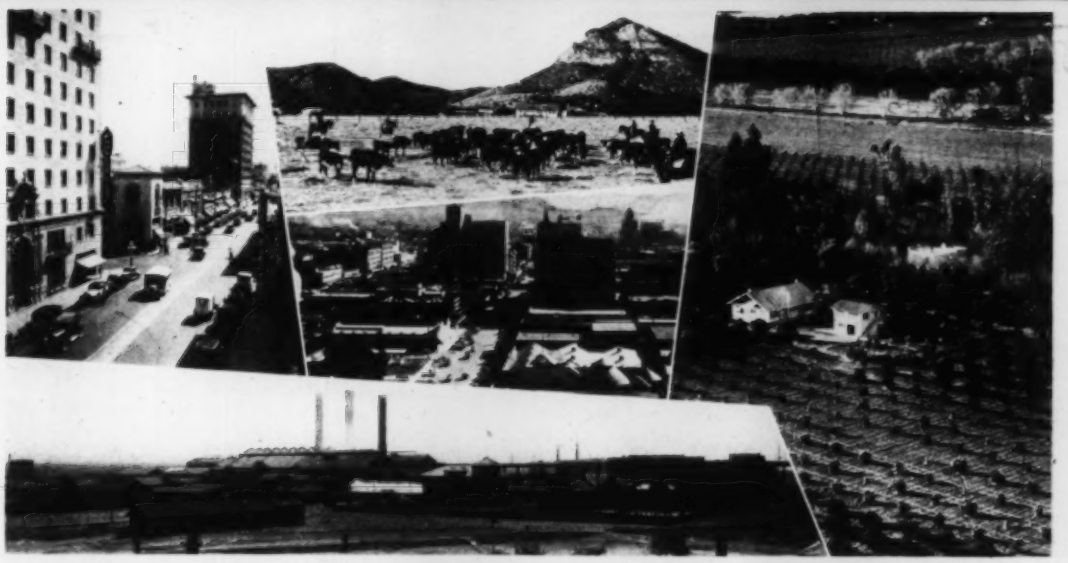

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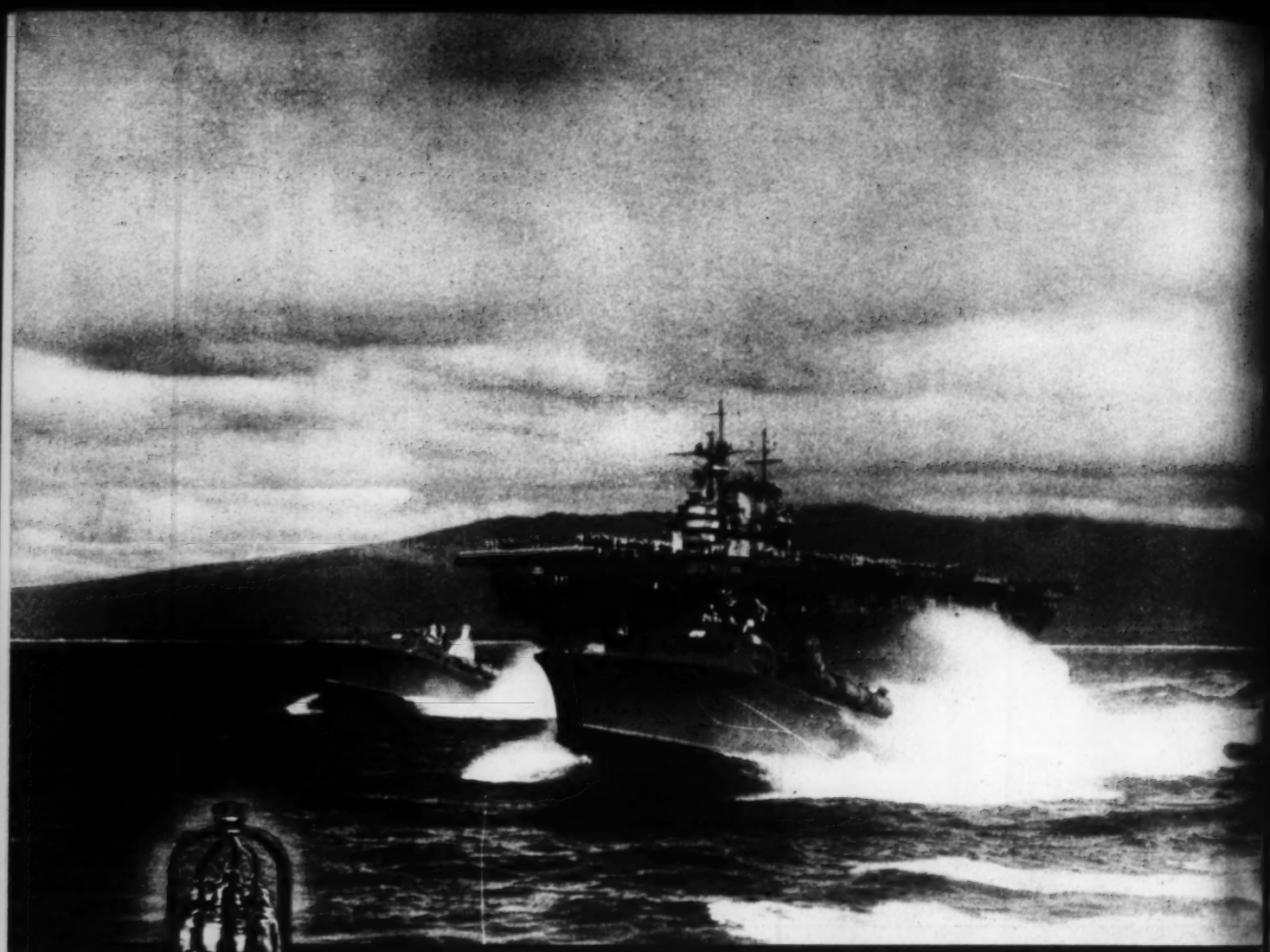

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BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 13 SEPTEMBER 28, 19

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It is vital that our farmers and armed forces are entertained and informed .... because the biggest job toward Victory is theirs.

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It is essential that the entire nation is united for Victory.

» » »

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1939	Complete renovation of transmitter, including new ground and vertical radiation system, new studios and equipment
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BROADCASTING
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Vol. 24, No. 13 WASHINGTON, D. C., SEPTEMBER 28, 1942 $5.00 A YEAR—15c A COPY

New Trade Group Formed to Parallel NAB

Supplants BVC as Peace Efforts Fail; NAB Board Meets Again Oct. 14

FORMATION of the American Broadcasters Assn., horizontally competitive with the NAB, was announced in Chicago last Friday after the NAB Board of Directors and the Broadcasters Victory Council had failed in efforts to bring the two groups together under the NAB banner.

The new association, to supplant BVC, will have a paid president and two other executive officers and will function out of Washington headquarters. Membership in the new association was said to be open to all stations, but not to network organizations, as in the case of the NAB.

The NAB board met Thursday and Friday at the Palmer House but, in its formal sessions, did not consider projected plans for composure of differences between or fusion with BVC. Meanwhile, the BVC group met at the Ambassador. No negotiations between the two outlets were initiated. The upshot was announcement of the formation of the new ABA.

Miller Controversy

The NAB Board, however, held an executive session Friday afternoon and went into reorganization and personnel matters. Considerable controversy has surrounded the administration of President Neville Miller during the last two years. The board, without arriving at any decision other than that changes should be made, decided it would meet again in Chicago Oct. 14 for consideration of these matters. Several members of the board already had left and it was thought that full attendance was necessary for such consideration.

Because of obvious dissatisfaction over failure of the NAB to act on personnel reorganization, O. L. (Ted) Taylor, Amarillo (KGNC, KTSA, KFYO, KRGV) executive secretary of BVC, who did not attend the convention, resigned by telegraph from the NAB and retired as director from Texas.

Identified with the new ABA are John Shepard 3d, president of Yankee Network and chairman of BVC; Walter J. Damm, WTMJ, Milwaukee, and president of FM Broadcasters Inc.; James D. Shouse, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. (WSPD, WWVA, WMMN, WLOK, WAGA, WHIZ) and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; E. B. Craney, Z-Bar Network (KGIR, KPFA, KRBM) in Montana, and KXL, Portland; Stanley Hubbard, KSTP, St. Paul, and Mr. Taylor.

The new ABA said that the stations represented by these broadcasters, totalling two dozen standard outlets as well as a half-dozen FM stations, constitute the nucleus of the new association.

Shepard Continues

Mr. Shepard continues as chairman of BVC until the new nonprofit corporation is created. He said it would have a paid president and two other key officials, headquartered in Washington. Once the organization is perfected, BVC will be dissolved. Since its formation last January, with Mr. Shepard as its head, BVC has operated by voluntary contribution of stations. The new association will function on a regular paid dues basis.

Formation of the ABA, Mr. Shepard asserted, does not mean that the existing components of BVC will be dissolved. These include NIB, NAI, FMBI and the Clear Channel Broadcasting Service. They have their own separate functions, which are not conducive to handling of an overall trade association, he said.

The NAB board during its regular two-day session did not get into reorganization matters. Prior to the meeting, plans had been discussed under which a wartime emergency committee would be created under NAB, bringing in the dissident groups, and which would result in the termination of BVC. This plan, however, was not brought before the board for a vote.

Under this plan, which appeared to have had the pre-meeting endorsement of a majority of the board, the wartime emergency committee would be created to report directly to the board of directors, rather than to President Miller. It would also have been authorized to retain paid executive personnel. The committee, to cover the Washington war front for the industry, would have been financed through direct contribution from the NAB in behalf of its members, while non-NAB members would have been assigned separately.

Competitive Plan

Because of the failure of the board to approve such a plan, the BVC group decided on the formation of the new horizontally competitive trade association. This group heretofore has strongly urged replacement of President Miller. The compromise committee plan, however, it is understood, would not have entailed such a move, but would have provided only for an additional executive officer to serve the committee itself.

Precisely why the War Emergency Committee plan was not considered was conjectural. In one quarter it was reported that it precluded continuance of the separate groups, such as BVC, NAI, NIB, and Clear Channel Broadcasting Service. Certain of these groups, it was said, insisted they could not terminate their functions. One board member said it would have been futile to effectuate the plan if the other organizations were continued.

Because of the failure of the NAB board to arrive at a reorganization plan, decision was reached at its executive session to hold another meeting Oct. 14. It was predicted that conclusive action would be taken at that session.

The new ABA announced following its Friday afternoon meeting that the nine broadcasters comprising its charter membership had pledged the "full financial support needed".

The group said that it had decided on the new association in recognition of the "increasing complexity of the problems confronting the broadcasters in their relationship to the war effort of the Government." The announcement said they were setting up the machinery to provide "every facility for correlating an intelligent and effective cooperation between radio broadcasting and its proper place in the war effort."

The announcement continued:

"This move basically constitutes a reorganization and realignment of the industry figures responsible for the BVC and a number of other broadcasters whose interest in intelligent and wholehearted cooperation in the war effort has prompted their financial support."

Personnel for the Washington headquarters, it was stated, will be anounced "within a few days". It was said that preliminary selections already have been decided.

All save three members of the NAB's 25-man board were present at the two-day meeting. Absent were Paul W. Kesten, CBS vice-president and general manager, who had Joseph H. Ream, CBS secretary, on hand as his representative; O. L. (Ted) Taylor, KGNC, Amarillo; and Paul W. Morency, WTIC, Hartford, who was detained at home because of illness.

Early Meeting

Niles Trammell, NBC president, and Frank M. Russell, NBC Washington vice-president, appeared for that network, which was officially voted membership by the board. Mr. Russell was qualified as director, returning to membership on the board after an absence dating from the last NAB convention in May.

Prior to its organization discussion, the board had covered its routine agenda. President Miller was authorized to appoint a public relations man, and to place into effect a broad-gauged public relations policy he had proposed at the last convention in May. Mr. Miller said he had not yet decided upon the man.

The board approved a schedule of district meetings of the NAB, to begin Oct. 19 and to cover a 10-week period through Dec. 10. The first of these district meetings, to cover District 1 (New England States), tentatively is scheduled

(*Continued on page 58*)

WHDH and WJW To Stay on 850 kc.

FCC Seeks Stay of Mandate Issued by Federal Court

LEGAL MOVES were taken in Washington last Thursday which appear to assure continued operation of WHDH, Boston, and WJW, Akron, on the 850 kc. clear channel until there is a final Supreme Court adjudication of the Sept. 12 opinion of the U. S. Court of Appeals for the District of Columbia, reversing the FCC decision which broke down the KOA clear channel.

The FCC filed with the lower court a motion for a stay of mandate, in which it recited that it was considering asking the Solicitor General of the United States to appeal the lower court's opinion on certiorari. WHDH joined in the request. NBC, licensee of KOA, which was victorious in the lower court, thus far has not interposed objection and it is unlikely it will do so.

Lower Court Ruling

Granting of the FCC motion is regarded as virtually automatic. The lower court would thus withhold its mandate until such time as certiorari is sought and the Supreme Court acts on the petition. The status quo, presumably, will remain on the 850 kc. channel.

The lower court, in its 4-2 decision [BROADCASTING, Sept. 21], held that the Commission erred in not affording KOA an opportunity to intervene and present testimony on the application of WHDH for fulltime on the clear channel. It reversed and remanded the case to the Commission, which, barring an appeal, would mean that WHDH would be required to return to daytime operation. WJW was not a party in the litigation but subsequently was authorized to operate on the same frequency after the ordered breakdown through duplication by the Boston outlet at night.

The FCC has three months from the date of decision, or until Dec. 12, in which to seek certiorari. The stay of mandate was requested for only 30 days, but, can be renewed. The issues to be taken to the highest tribunal would be on the jurisdictional questions—whether KOA had the standing to appeal and whether it should have been accorded the right to hearing before the Commission.

Herb-Ox on 7

PURE FOOD Co., Mamaroneck, N. Y., following a test campaign on New York stations for Herb-Ox Bouillon Cubes, early this year, launched a 13-week drive on selected stations in the East, Midwest and West Coast areas Sept. 7, using participations on home economics programs. Campaign is on WOR WLS KDKA KFIL KPO WEEI WCAU. J. M. Mathes Inc., New York, handles the account.

Nov. 3, 1900 Harrison Holliway Sept. 23, 1942

RADIO'S YOUNGEST "grand old man", 41-year-old Harrison Holliway, vice-president and general manager of KFI and KECA, Los Angeles, died suddenly last Wednesday night in Los Angeles after a five-day illness.

Though he had suffered intermittently in recent months from a heart condition, the fatal illness developed following what was first believed to be a cold. He developed sudden stomach pains Wednesday afternoon and was ordered to Good Samaritan Hospital. The end came at 10:30 p.m. as a result of his heart condition.

In tribute to Mr. Holliway, one of radio's few 25-year men, Earle C. Anthony, president of KFI and KECA, ordered both stations closed down 10-10:30 a.m. Saturday, Sept. 26, during the funeral. The stations' carriers remained on the air, with standby news crews for any emergencies. Interment was in the Forest Lawn Memorial Park at Glendale.

Surviving are his widow, Edna O'Keefe Holliway, a daughter Victoria, three months old, and two sons by a previous marriage, Harrison, 2nd, 10, and, Kingan, 8.

A Radio Leader

One of radio's best-known and best-loved figures, Harrison Holliway was always active in industry affairs and was a leader in national, as well as West Coast radio. He served several years on the NAB Board. He relinquished his last term on the NAB board this year, largely because of somewhat impaired health and his inability to attend meetings across the country.

All of Mr. Holliway's association with the industry has been on the West Coast. He started in as a showman and for years conducted his own network program until executive duties interfered He became manager of KFRC, San Francisco, on Sept. 24, 1924 and continued in that capacity until June 1, 1936, when he resigned to accept Mr. Anthony's call to head the 50,000-watt KFI and the 5,000-watt KECA. He was elected vice-president of the Anthony Radio Enterprise a year ago.

Mr. Holliway was known in the craft as the man who had developed more top radio personalities than any producer in the business. It was early in 1927 that he originated and emceed the weekly *Blue Monday Jamboree* on the Don Lee Network, of which KFRC is the San Francisco key. This program set the pattern for many other variety offerings through the years.

Harrison Holliway was born in San Francisco Nov. 3, 1900. Back in 1911, when only 10, he started what was to prove to be a brilliant career in radio. There was no broadcasting then. The ether waves carried only the crackling dots and dashes of wireless telegraphy.

As a hobby, the youngster, Holliway started experimenting with the crude forerunner of radio. He constructed various contraptions at his own home. In 1920 the youth had built a shortwave receiver which picked up a Canadian station 1800 miles away. It was a great accomplishment, and newspapers and magazines throughout the country carried his picture and columns on the event. Thus enheartened, he started a radio telephone station of his own, with the call letters 6BN, San Francisco.

Started at KSL

Young Holliway went to Stanford to study law but gave it up after three years because the radio urge was so strong. In 1922, when the San Francisco Emporium department store, started its radio station KSL, the then 21-year-old youth was called in to construct, operate and manage the station.

An ingenious fellow, who knew how to turn a phrase as well as anyone in the business, Harrison was not satisfied with one-man phonograph record operation, which was then radio's stock in trade. He began introducing prominent personalities who came to San Francisco. The public sat up and took notice. Then came the call to start KFRC, which he literally built from the ground up. He continued his program experimentation and when the station subsequently was sold to the late Don Lee, Mr. Holliway went along with the deal.

In 1927 Mr. Holliway organized the *Jamboree* as a sustaining feature. It was an instant success. It was the first variety program of its kind to be released by any network in the United States. Under his guidance on this program a host of formerly unknown performers won fame. His discoveries included such well-known figures as Al Pearce and his gang and Meredith Willson, top-ranking performers today, as well as a host of others of former years

BLUE WAR SERIES GETS 10 SPONSORS

TEN ADVERTISERS, including brewing, coal, dairy, furniture and insurance companies, as well as department and clothing stores, have signed for participations on BLUE's *Daily War Journal*, since the program, conducted by William Hillman, commentator, was offered for local sponsorship, Sept. 7. Hillman was formerly heard on the network with Ernest K. Lindley commentator in a program also offered to affiliates on a participation basis.

Stations and sponsors are: WCBM, Bay City, Mich., Free State Brewing Co.; KQV, Pittsburgh, Sun Drug Stores; WCHV, Charlottesville, Va., Burnley Bros. Coal Co.; WBCM, Baltimore, Winkelman Stores Inc.; WGAC, Augusta, Ga., Rhodes Furniture Co.; WCOS, Columbia, S. C., Frank Renick; KRMD, Shreveport, La., Dairyland Products; WSLI, Jackson, Miss., Reid McGee Insurance Co.; KALB, Alexandria, La., Weiss & Goldring Dept. Store; KFDM, Beaumont, Tex., Williams Furniture Co.

Lockheed in CBS

LOCKHEED & VEGA Aircraft Corps., Burbank, Cal., through Lord & Thomas, Los Angeles, will sponsor a weekly quarter-hour network program on CBS. Nature of the program has not been announced, but it is scheduled to start on Nov. 2, Monday, 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT). Series will also be shortwaved to armed forces overseas, it was said. Working title of the program is *Wings of America*. This is believed to be the first time a plane manufacturer has sponsored a commercial series. Howard Cheney, assistant sales manager of Lockheed, and John Messler, executive of Lord & Thomas on that account, are currently in New York working on final details for the series.

Senate Orders All-Out Probe Into Petrillo

Takes Quick Vote; Hearings Will Start Soon

By SOL TAISHOFF

IN AN ALMOST unprecedented legislative performance, the Senate last Thursday cleared the deck for a stem-to-stern investigation of Music Czar James C. Petrillo and his American Federation of Musicians. The Senate unanimously adopted the resolution of Senator D. Worth Clark (D-Idaho), a few minutes after the Interstate Commerce Committee reported it favorably without opposition.

The fullscale probe, possibly before the full Interstate Commerce Committee but more likely before a special five or seven-man subcommittee headed by Senator Clark, may get under way by the week of Oct. 5. The subcommittee has a $5,000 initial fund — voted without a murmur of opposition—for the investigation.

To Hire Counsel

It probably will hire special counsel to dig into the whole issue precipitated by Mr. Petrillo's unbroken series of ukases against music performance and topped off by his Aug. 1 ban on the making of recordings of any kind by the 136,000 AFM members.

Caesar Petrillo met his 'Waterloo' when he collided with the hard-hitting, soft-spoken Idahoan. Senator Clark introduced his all-inclusive resolution on Aug. 27. Preliminary hearings—before passage of the inquiry proposal—were held Sept. 17, 18 and 21.

Five witnesses were heard, including Elmer Davis, director of OWI, James Lawrence Fly, Chairman of the FCC, Thurman Arnold, assistant attorney general who meets Petrillo in court Oct. 12 in anti-trust proceedings, and finally, Joseph A. Padway, AFL and AFM general counsel, who protested the whole thing as largerly a case of mistaken identity and misinformation.

The temper of the Senate was unmistakably displayed in the sequence of events last Thursday. It had heard enough of Petrillo methods, for it brushed aside all customary procedure in giving the Clark resolution unanimous endorsement in a single sitting and within 10 minutes. All this happened while the Senate was engrossed in debate on the all-important farm-parity legislation. Senator Clark had just delivered his report from the full committee, asking $5,000 for the investigation.

Senator Lucas (D-Ill.) promptly polled his Audit & Control Committee on the floor and through arrangement with the leadership, the question of the appropriation was considered and voted unanimously. Under Senate rules, the resolution had to lay over a legislative day but by unanimous consent that was waived and Vice-President Wallace, presiding, called for the vote. There wasn't a solitary "naye" even though the Senate is liberally sprinkled with staunch pro-laborites.

It was equally evident that the A. F. of L. leadership is not in sympathy with Petrillo's mailed-fist tactics. Otherwise, efforts would have been made to stop the Clark Resolution. The whole "made work" issue, which cuts across a considerably broader base than Petrillo's enforced hiring of stand-bys and outlawing of non-professionals or student orchestras on the air, is now involved. Labor leaders are plainly worried.

Need of Action

The testimony of Messrs. Davis, Fly and Arnold had devastating effect. They cited the inevitable depressing effect of the recording ban upon the war effort and our troops here and abroad, who must have freshly-made recordings via radio or juke-boxes. The fate of several hundred smaller broadcast stations, largely dependent upon recorded music likewise was emphasized. There was only one answer—legislative intercession, since all other kinds had failed.

Whether the full committee or a subcommittee conducts the hearings must await action of the committee itself at a meeting this week. Chairman Wheeler (D-Mont.) appeared disposed to have the "full-dress" investigation before the entire roster of 21 members, but he said he would put the matter to the Committee. Senator Clark, who has won the plaudits of his colleagues for his skillful handling of the resolution and the preliminary hearings, is certain to head the subcommittee should one be named. And if the full committee conducts the inquiry, he will be its No. 1 prosecutor, as the resolution's author and the moving spirit of the entire proceeding.

If the legislative calendar permits, Wednesday, Oct. 7 is viewed as the logical starting date. It won't be any earlier. The committee may want to do some planning and delay for a week or so. Because of the importance of the time element, however, every effort will be made to expedite action.

It is definite that Petrillo will be called, but probably after the complainants are heard. Music societies which have felt the sting of the AFM president's edicts, record companies, the NAB, representatives of symphonies, Government witnesses and music school heads, already have petitioned Senator Clark to appear.

The hearings, based on present estimates, will run a minimum of two weeks. The resolution calls for a full-scale investigation to consider "appropriate legislation" in the light of the war, and the effect of the Petrillo edicts upon the public welfare and morale.

Because of the wrath displayed by Congress and the public, as well as the move by the Dept. of Justice to restrain Petrillo, the controversy has been catapulted into a national issue. Since it now transcends the pure music issue, some startling things can happen. Senator Wheeler is an old hand at across-the-table negotiation. He has heard from some of the top labor union men, who are out of sympathy with Petrillo's action and his obviously misguided strategy.

It wouldn't surprise observers here to see these union officials go over Petrillo's head and attempt to negotiate some sort of settlement with the Interstate Commerce Committee. It must be taken into account, however, that each labor union is autonomous and not subject to the veto power of the parent AFL.

The situation is so explosive it can take several possible turns. Senator Clark said there is possibility the inquiry might result in a request to President Roosevelt to invoke his broad wartime powers and correct the condition before serious injury is done national morale and the war effort.

Upon completion of the investigation, the legislative courses open might be to revise the Sherman Anti-Trust Act to apply to labor unions, in the light of the war effort, or to write entirely new remedial legislation to fit the circumstances peculiar to trade groups in the public service sphere. Senator Clark said the law might provide that it is unlawful to do anything to "prejudice the mediums of dissemination of public knowledge, by the radio, press and motion pictures."

If a full subcommittee is named, it won't be the same as that which conducted the preliminary ground-laying investigation and which ceased to exist when it reported unanimously in favor of the probe last Wednesday, just prior to

(continued on page 55)

TEXT OF COMMITTEE REPORT

FOLLOWING is the full text of the Report of Senator Clark (D-Idaho) as chairman of the subcommittee of the Senate Interstate Commerce Committee, on the Petrillo investigation, read to the Senate last Thursday, following which the Senate, by unanimous consent, adopted the Clark Resolution for the Petrillo-AFM investigation, with initial funds of $5,000:

The Senate Committee on Interstate Commerce, to whom was referred the resolution (SRes-286) authorizing and directing a thorough and complete investigation of acts, practices, methods, and omissions to act, by persons, partnerships, associations, corporations, and other entities in interstate and foreign commerce, which may or do interfere with, or obstruct the national welfare, the public morale, or affect the public good originating from or as a result of the actions of the American Federation of Musicians and its president, James C. Petrillo, having considered said resolution, report thereon with the recommendation that it do pass.

Senate Resolution 286 was introduced on Aug. 27 by Senator Clark of Idaho. On Sept. 4 the Chairman of the Committee on Interstate Commerce referred it to a subcommittee, consisting of Clark of Idaho, Chairman, Hill, Andrews, Tobey and Gurney. Hearings were held by the subcommittee on Sept. 17, 18 and 21, 1942. Five witnesses were heard.

From the testimony adduced at the hearings it is apparent that there is a pressing need for the investigation proposed by this resolution.

Mr. Elmer Davis, director of the Office of War Information, was the first witness. Explaining that on July 28, 1942 he had sent Mr. Petrillo, president of the American Federation of Musicians, a letter on behalf of the War Dept., the Navy Dept., the Marine Corps, the Coast Guard, the Treasury Dept., the Office of Civilian Defense, and the Office of War Information, protesting an order issued on June 25, 1942 by Mr. Petrillo informing all music recording companies that the services of members of the American

(Continued on page 53)

AFM's RECORD BAN SHIFTS SPOT PLAN

NORTHWESTERN YEAST Co., Chicago, on Oct. 5 will start thrice-weekly sponsorship of *Songs of a Dreamer*, quarter-hour on 18 midwestern BLUE stations replacing transcribed program previously placed on a spot basis by the company on 15 stations [BROADCASTING, Aug. 24].

Although the move was necessitated by the AFM recording ban, no additional musicians will be employed. Simultaneously with the shift to network, the company switches from promotion of Maca granular yeast to dry cake Yeast Foam because of military needs.

Program which will be fed to the BLUE network Monday through Friday will be sponsored Monday, Wednesday and Friday, 10-10:15 a.m. on WLS WTCN KROC KYSM KFAM KXEL KBUR KSO KMA WREN KOAM KFBI KOWH KFEQ KGKO WDAY KFYR KSOO. The same cast will be featured as on the former transcribed version with Gene Baker, vocalist, Irma Glenn, organist, and Doris Rich, home economist. Agency is MacFarland, Aveyard & Co., Chicago.

Ryan Enforces Censor Ruling In War Bond Sale Program

Danger of Using Air for Code Messages When User Has Control of Time as Behind Action

EXERCISE of caution in the handling of war bond promotion programs, with particular reference to the "request section" of the Code of Wartime Practices, was urged last Thursday by J. Harold Ryan, Assistant Director of Censorship.

"Many stations have asked us whether or not we felt censorship rules could be relaxed so that names of those purchasing bonds, or pledging to purchase them, could be accepted via the telephone and broadcast immediately," Mr. Ryan stated. "We have advised against this procedure."

Danger of Code

Assistant Director Ryan, who has been on leave from his post as vice-president and general manager of the Fort Industry stations since the war's outbreak, said there was no proscription on giving recognition to bond buyers on the air, as long as stations adopted program procedures which guaranteed against the broadcast of a name at a time over which the pledger or buyer had any control.

"The reasons are obvious," he said. "Any agent knowing that he could have his name and the amount of his purchase or pledge broadcast at a specified time could easily employ this medium for transmitting code messages."

In line with the Censorship Office policy, Mr. Ryan asked that any broadcasters who were doubtful about specific programs in their bond campaigns should submit the production format to him for review and opinion.

Liebmann Grid

LIEBMANN BREWERIES, Brooklyn, will sponsor broadcasts of seven Fordham football games and of the Michigan State-Great Lakes Naval Training Station game on WJZ, New York, this fall for Rheingold beer. Series will begin Oct. 3. Six of the games will also be broadcast on WTIC, Hartford, for the same sponsor. Joe Hazel, WJZ sportscaster, will do the play-by-play, assisted by Paul Douglas. Exclusive broadcast rights were secured by the BLUE and are now held by Liebmann. Young & Rubicam, New York, is agency.

Airline Buys Time

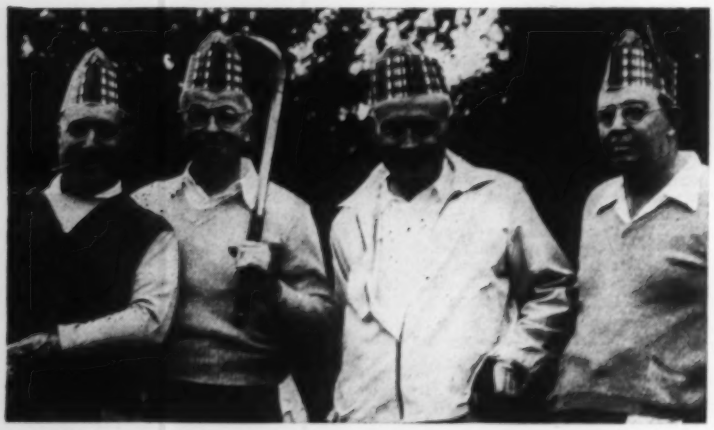
ALASKA STAR AIRLINES, has signed for NBC's transcribed series, *Flying for Freedom*, and additional contracts have been made for the program with WORD, Spartanburg, S. C., and KTUC, Tucson, Ariz.

Govt. Publicity Cut

SIMPLIFICATION of Government public relations through curtailment of unnecessary news releases and elimination of 239 Government publications has been ordered by Elmer Davis, director of the Office of War Information. Under the change, all permanent mailing lists will be abolished, though agencies will be permitted to form selective lists based on requests for specific publications.

Ad Club School

FOR THE NINETEENTH YEAR, the advertising and selling course of the Advertising Club of New York will get under way, with the first session starting Oct. 14. Herbert L. Stephen, news editor of *Printers Ink*, will again serve as the chairman. Eugene S. Thomas, sales manager of WOR, New York, will conduct the radio production clinic.



B' GORRY, MON, I'll beat 'em with my shillelagh, threatened Roy C. Whitmer vice-president in charge of sales, as four NBC executives went golfing at the annual Field Day at Bonnie Briar Country Club, Larchmont, N. Y. Golfers are (l to r), Frank E. Mullen, vice-president and general manager; Mr. Witmer; C. Lloyd Egner, vice-president and manager of radio recording, and William S. Hedges, vice-president in charge of stations. No scores were revealed.

Ladies First

PUBLICITY trends are changing. Fulton Lewis Jr., network commentator, went to Roanoke, Va., accompanied by his secretary, Jean Hatton, where he spoke at a luncheon, a Lion's Club dinner and Roanoke City-County Public Forum. Several days later his secretary received through the mail four newspaper stories and one picture about herself. Lewis's name was only mentioned incidentally.

LADY ESTHER SIGNS FOR SCREEN GUILD

HAVING NEGOTIATED a deal with Motion Picture Relief Fund, which includes option pickups covering a seven-year period, Lady Esther Co., Chicago (cosmetics), on Oct. 19 assumes sponsorship of the weekly half-hour *Screen Guild Theatre*, on more than 65 CBS and CBC stations, Monday, 10-10:30 p.m. (EWT). Series was formerly sponsored by Gulf Oil Corp. on that network.

Packaged by Music Corp. of America, Hollywood talent service, at a reported $8,500 weekly for the first season, with graduated increases up to $12,500 for the following years, the half-hour dramatic show replaces the cosmetic firm's current *Lady Esther Serenade* with Freddy Martin's orchestra on that network. Bill Lawrence, Hollywood manager and radio director of Pedlar & Ryan, agency servicing the account, will direct the new series, with Walter Johnson, of MCA West Coast radio department, continuing to book weekly program talent changes.

Participating in contract discussions Sept. 28 were Jean Hersholt, president of the MPRF; Jules Stein, MCA president; Alfred Busiel, president of Lady Esther Co., Arthur McElfresh, New York vice-president of Pedlar & Ryan, and Mr. Lawrence.

NBC Air Time Growing As Full Hookup Is Used

A TOTAL of 608 station hours a week have been added to network shows since NBC inaugurated its 125-station network plan, July 27, according to figures computed recently by William S. Hedges, NBC vice-president, in charge of stations, and Roy C. Witmer, NBC vice-president in charge of sales.

Another result of the project and other selling activities of NBC during the past six months, is that the average daytime network has increased from 49 to 54 stations, a gain of approximately 10%. Nighttime coverage has increased from 76 to 94 stations since March 1, a gain of nearly 25%, To date, the plan has been accepted by NBC's 17 clients, representing 25 different programs. Eighty-eight stations are said to have benefited through the plan.

SEMINOLE FLAVOR Co., Chattanooga (Double-Cola), has furnished local distributors with transcribed spot announcements produced by McJunkin Adv. Co., Chicago, for local placement.

WINNING PHOTO in the contest sponsored by WHK-WCLE, Cleveland, as part of their promotion on behalf of fulltime affiliation with MBS is "WCLO Mascot", snapped by Paul Ruhle, WCLO, Janesville, Wis. Prize is a $50 War Bond. Second prize, $25 bond, went to Reginald Schow, WFEA, Manchester, N. H., for a study of vertical antenna, "Thru the Night", and $10 in War Stamps went to Charles N. Baker, WFBR, Baltimore, for a novel picture, "Bulldog Drummond." Contest was open to MBS employes and employees of affiliate stations.

Westinghouse Officials Discuss War Problems

PROBLEMS of wartime operation highlighted a two-day meeting of station managers and program managers held last week at the headquarters of Westinghouse Radio Stations Inc. in Philadelphia.

Station executives sought ways of meeting growing war responsibilities with reduced manpower. Lee B. Wailes, general manager of WRS Inc., presided at the general sessions and at the manager's meeting. A discussion of program matters was led by Gordon Hawkins, program supervisor of WRS Inc.

Station managers at the meeting included John B. Conley, WOWO-WGL, Fort Wayne; Charles S. Young, WBZ-WBZA, Boston-Springfield; James B. Rock, KDKA, Pittsburgh, and Leslie W. Joy, KYW, Philadelphia.

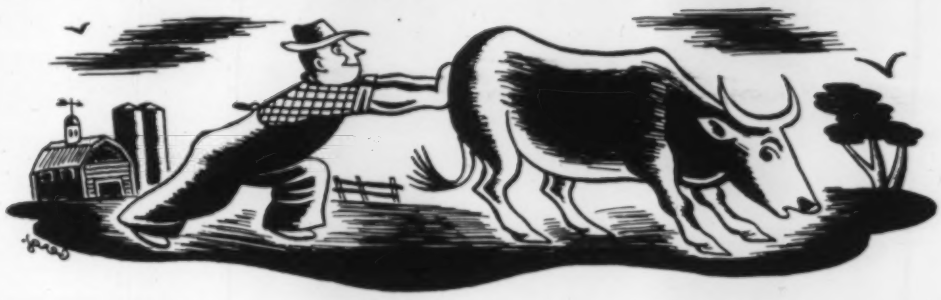
Program managers present were Eldon Campbell, WOWO-WGL; W. Gordon Swan, WBZ-WBZA; Robert E. White, KDKA, and James P. Begley, KYW. G. Edward Pendray, assistant to the president, and J. H. Lide, assistant general advertising manager of Westinghouse E.&M., were in Philadelphia for the meeting. Both spoke on advertising.

Bergen Troupe on Tour

WITH plans including broadcast originations from military bases throughout October, talent of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands (coffee), leaves the West Coast Sept. 29 on a tour of eastern Army and Navy camps. Besides Edgar Bergen, troupe includes Don Ameche, m. c.; Dale Evans, vocalist; Ray Noble, musical director; Joe Bigelow, writer; and Anthony Stafford, producer of J. Walter Thompson Co., agency servicing the account. Program will originate from Fort Monmouth, N. J., Oct. 4; Annapolis, Oct. 11; Quantico, Va., Oct. 18, and West Point, Oct. 25. Camps will be played between broadcasts.

XUM

p P



P *stands for the power*

A great station offers

To cover big cities

And fatten your coffers.

NOTE—Students seriously affected by the verse above are invited to pause here for a nap. Others will please turn the page and begin reading some hot stuff . . .

WOR is a power-full station. WOR beams 50,000 watts down on 14 great cities of more than 100,000 people each. These cities are—New York, Philadelphia, Newark, Jersey City, Hartford, New Haven, Bridgeport, Paterson, Yonkers, Trenton, Camden, Elizabeth, Reading and Wilmington. The majority of the people in these cities—and the towns that hem them—are now making more money than they ever made before. And they are—very generously—pushing it across counters to buy things more often than ever before. In fact, retail business in each of these great cities is up at least 10% over that for 1941. And WOR's total listening today is 10 to 15% greater than it was at this time one year ago. WOR also brings you 12% more homes with radios today—

* * *

4,678,000, to be exact. We could say 6,100,000 if we cared to add those families who own radios in the cities and states far outside the territory we sell and from whom WOR receives 15% of its total mail. If you are a native WOR user who has not had this power-full station talk to people for you recently, you will be amazed at the vital promptness with which it gets things done. If you have never used WOR, please try it soon and be amazed. Advertisers and agents who are now using this power-full station to push effective noises into hundreds of thousands of friendly homes know exactly what we mean. Our address is WOR—that power-full station, at 1440 Broadway, in New York City, N. Y. Call, write or wire. Phone PE6-8600.

* * *

OWI Buys Alaska Time for Soldiers

Similar Plan in Effect For Hawaii; May Add Equipment

IN LINE with the established war policy of supplying American troops, wherever they are located, with adequate broadcast service, the Overseas Branch of the Office of War Information announced last Wednesday completion of arrangements for the purchase of blocks of time over the four stations in Alaska.

Similar arrangements are under consideration with stations in Hawaii, it was reported, and the overall plan follows the same general pattern of time purchases evolved for the international broadcast stations in this country.

Eight-Hour Minimum

The Alaskan arrangement provides for the purchase of a minimum of eight hours radio time daily, beginning about Oct. 1, to transmit news and special events programs to the servicemen in Alaska. The schedule of broadcasts was evolved by Murry Brophy, chief of the Bureau of Communications Facilities of the OWI Overseas Branch and former NBC West Coast official.

It is understood the time purchases will average approximately $1,000 per month.

Under the broadcast schedule, entertainment programs of the four major networks also will be relayed to the Alaskan stations. The OWI announcement said these would be relayed by shortwave and transcription from San Francisco to KFAR, Fairbanks; KINY, Juneau; KTKN, Ketchikan; and KFQD, Anchorage, and rebroadcast over medium wave transmitters.

As equipment becomes available, OWI announced, low-powered transmitters will be installed by it, in conjunction with the Army Signal Corps, at Nome, Dutch Harbor and Kodiak.

The Alaskan arrangements were made with officials of the stations and in collaboration with Army public relations, radio and communications officials.

OWI, through its Overseas Branch, already is broadcasting news and selected programs for the information and entertainment of American troops on overseas duty over international broadcast transmitters. All these schedules were worked out under the general supervision of Robert E. Sherwood, associate director of OWI, in charge of the Overseas Branch, and Mr. Brophy.

Under an order issued July 15 by the Board of War Communications, all communications facilities in Alaska were made subject to determinations of the War Department. This affected all four of its broadcast stations, as well as other communications facilities.

The action, the board said, arose from the determination that "the national security and defense and the successful conduct of the war demand that all non-military stations and facilities for radio or wire communications in the territory of Alaska shall be subjected to use, control, supervision, inspection, or closure by the Department of War."

Series for Troops

MEMBERS of the armed forces throughout the world will hear half-hour dramatizations of this year's World Series games, starting Sept. 30, as shortwaved by NBC's international stations WRCA and WNBI, and Westinghouse shortwave station WBOS, Boston. Carl Watson and Walter Law of the English section of NBC's international division, will give play-by-play reports with other highlights of the Series. Dramatizations will be beamed to the Caribbean and Southwest Pacific area at 11:15 p.m. (EWT), and rebroadcast to the British Isles and Middle East at 9:30 a.m. (EWT).

18 OF 20 LOST
90% of WFBC Staff Wearing Uncle Sam's Uniform

HE-MEN worked at WFBC, Greenville, S. C. the record shows, for almost 100% of the veteran staff is now in the armed forces. When James Dawson, newscaster, and Elmer Smith, leader of the *Rhythm Rangers* recently went into service, the score stood 18 of 20 WFBC staffers serving Uncle Sam.

With several commissions and ratings to the credit of WFBC servicemen, Bevo Whitmire, station manager, says the record shows "the high quality of his men." Despite the losses, Mr. Whitmire says his substitutes are making a good, efficient staff.

Gould Enters Army

PURNELL H. GOULD, former commercial manager of WFBR, Baltimore, has been commissioned a captain in the Army Air Forces and has been assigned to Air Forces headquarters at Miami Beach, Fla.

DR. L. D. LE GEAR MEDICINE Co., St. Louis (stock, poultry, dog remedies), on Oct. 6 will start a thrice-weekly quarter-hour live talent program featuring old-time ballads by Doc Hopkins on WLS, Chicago. Agency is Simmonds & Simmonds, Chicago.

Eickelberg Gets Leave For Marine Captaincy

WILBUR (Wib) EICKELBERG, general sales manager of Don Lee Broadcasting System, Hollywood, has taken a leave-of-absence and on Oct. 1 joins the Marines as captain. After training he will will be assigned to active duty. With two years service overseas, he was a Marine lieutenant in the last World War.

Mr. Eickelberg

Mr. Eickelberg joined Don Lee in 1937 as manager of KFRC, San Francisco, and was transferred to Southern California in July 1939, when he was appointed general sales manager.

Sydney B. Gaynor, associated with the network since 1935 and for three years commercial manager of KHJ, Hollywood, has taken over Mr. Eickelberg's duties, according to announcement by Lewis Allen Weiss, vice-president and general manager. Bruce Eells, account executive, has been made commercial manager of KHJ. Edward Kemble, merchandising director of the network, returns to the sales staff as account executive. Fair Taylor, publicity director, has taken on added responsibilities of merchandising director.

Expanded Shortwave in Sight For Latin American Service

Rockefeller Committee Developing Plan to Merge Programming in the Hands of NBC and CBS

CURRENTLY the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) is developing a three-point program affecting shortwave programs beamed to Latin America which includes consolidation of all programming in the hands of NBC and CBS, reorganization of the beaming of present antennae to allow focus on each population center and the addition of eight new transmitters intended to strengthen and improve listening in every population center in Latin America.

Contracts Soon

Government contracts to cover payment for all shortwave time are expected within a month and CIAA lawyers are now at work on details. Broadcast time will be shared by the Office of War Information and the Office of the Coordinator with the two sharing the costs. At present CIAA plans to utilize approximately eight hours a day and the rest of the time will be assigned to OWI. Government purchase of time still leaves actual operation in the hands of licensee owners.

At present, negotiations with NBC and CBS are aimed at unification and consolidation of available talent in the hands of the two networks. Up to now there has not been sufficient talent for each transmitter operator to do the best possible job, nor have there been available funds from private shortwave operators to adequately finance programming. Under the proposed plan, the two networks would care for most programming from this country and then it would be carried by telephone wire to each transmitter for shortwave broadcast. This would mean that several transmitters would be carrying the same program at one time—in English, Spanish or Portuguese, depending on the beam's direction.

As a result of this plan the fourteen existing stations could beam their antennae to focus the same program on each important population center. At present there are some Latin American areas of population concentration which are not being serviced. With several stations carrying the same program this condition could be greatly improved.

New Stations Considered

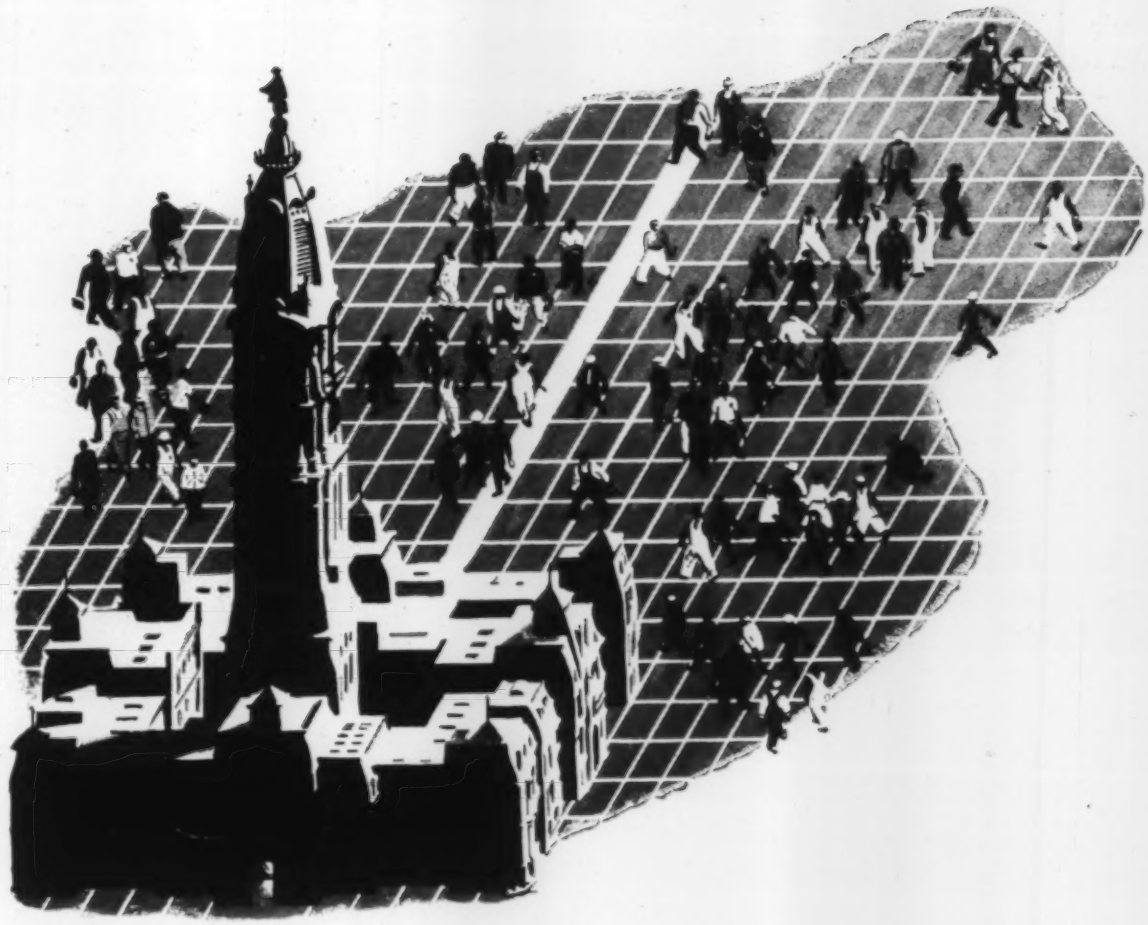
To increase the power of programs beamed to Latin-America, CIAA has also proposed the construction of at least 8 additional stations to permit concentration of two to four frequencies on each of the population areas aimed at. In part this is desired since atmospheric conditions make it possible for listeners below the Equator to hear Europe more easily than the United States.

The acceptance of this proposal rests with the high commands of the Army and Navy who must decide the value of intensified psychological warfare in the Latin Americas and the matter of the availability of material through priorities rests with the War Production Board. The likelihood of assent from either or both of these bodies is not known but it was said that a meeting was expected shortly which would decide the question.

For the present, rebroadcast of programs sent from this country will be continued by Latin American stations. They will also continue to use disc shows prepared here for use in Latin America and locally prepared programs set up there by field representatives of CIAA. Through the coordination of existing facilities in this country and the maintenance of existing broadcast facilities in Latin America it is believed possible to meet the Axis on even terms in the air.

There are now reported to be about 4,000,000 shortwave receiving sets in all of Latin America. Although some effort was made earlier in the year by CIAA to obtain more sets for use in these countries the problem of priorities caused the plan to be discarded. However, CIAA officials maintain that an effective job is being done in spite of this and the value of Latin American programming will be heightened as a result of the pending program.

XUM



How to Sell an ARMY OF OCCUPATION

THE OCCUPATION: Building ships and guns and tanks and half-tracks to meet and master America's greatest crisis since Valley Forge.

THE ARMY: Thousands and thousands of men and women who have migrated to the Philadelphia territory to do this mighty job, plus those already here. The trek continues to this mecca of mechanics . . . now the nation's No. 1 war producer.

Its immediate area has been swelled by 300,000 buyers since the last census, and still they come. New faces in the community—new prospects for whatever it is you sell. Philadelphia payrolls are up 120% since 1940.

But the Philadelphia territory doesn't end there. From the Alleghanies on the northwest to the Atlantic on the southeast, other war-busy communities reflect the shift in population to this 50-mile belt between the mountains and the sea.

Capture this "army of occupation" in its spending mood, through KYW and its NBC programs, to which the newcomers are predisposed. Marshal the penetrating power of its 50,000 watts, directed cleanly at the market. KYW, more than any force we know, will help you invade this mighty market.

KYW
PHILADELPHIA
50 000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KDKA • KYW • REPRESENTED NATIONALLY BY NBC SPOT SALES

Overseas Forces Crave American Radio

Shortwaves Futile, Equipment Is Needed

By MARTIN CODEL

LONDON, Sept. 22—They're over here, as well as elsewhere, in vast numbers for the grim business of winning a war. The permanence of their many stations is still anyone's guess. But wherever they are, American radio troops want entertainment, and lots of it, from radio.

Next to letters from home and leave in London what our boys here like most during off hours are homegrown radio programs, good movies and traveling shows like those at camps back home.

What they're getting now just isn't enough.

ENSA Inadequate

Shortwave reception this way is poor, and anyway there are few sets in camps capable of picking up shortwaves. Movies in nearby towns are incredibly old. As for traveling shows, British ENSA (Entertainment National Service Assn.), formed to entertain troops and war factory workers, doesn't yet supply the sort of thing our boys like and understand. Traveling performers from the United States like the Jolson-Oberon troupe, now breaking up, are few.

BBC programs, except for news which is authentically and excellently handled, are generally quite dull to the American ear. They simply are not adapted to the American tempo.

So Uncle Sam's military morale builders intend to see that the boys get a reasonable amount of what they want and to radio is falling a big part of the job.

Within the next few months some of the top American radio aggregations, most of them now under sponsor contracts, may be expected to tour troop centers in person, not only in British Isles but elsewhere. They will do their stuff before our soldiers, then on their commercial days repair to BBC studios to broadcast their regular shows on schedule to home audience via established shortwaves.

It's going to be a tough grind for a lot of them, as it is on American radio reporters, due to unearthly working hours forced by the time differential, but will be great for boys and a fine patriotic contribution by performers and their sponsors.

Sponsors who will be asked to take the lead in sending their radio shows to these islands, where overseas broadcasting facilities are much better than in Newfoundland, Iceland or Egypt, which certainly want such entertainment too, are as yet undetermined. But it is to talk the scheme over with American radio authorities, and through them with sponsors, agencies and talent, that BBC dispatched Pat Hilliard, assistant director of variety programs, to the United States on a mission still unannounced here.

Plugs Taboo

That the plan can work well, especially if United States-bound commercial pickups are made from London or the many provincial branch studios of BBC dispersed throughout the islands, was demonstrated by Rudy Vallee when he did his Fleischmann show from London during the Coronation. Some of the shows undoubtedly will be picked up by BBC but it is a foregone certainty that its audience won't be permitted to hear commercials, which was the case when Vallee was here.

BBC cooperation naturally is needed in all radio efforts here.

Another ambitious idea already broached to BBC, on which further word from Washington is awaited, is the scheme to set up a network of very low-power transmitters in American camps, none more than 50 watts and all operating on the same wavelength.

These would be fed purely American programs. Some, like running baseball and football commentaries, would be picked up by shortwave receiving posts and piped landline to transmitters; sports, incidentally, would come at good listening hours inasmuch as afternoon at home is early evening here.

Some would be live American shows, handled by visiting American troupers or experts like Ben Lyons, Bebe Daniels, and Vic Oliver, who have lived and worked here long and presumably know how to draw the line between American and British types of performance. Others would be transcriptions flown over daily by the Ferry Command. The scheme has possibilities but it is predicated upon the assumptions (1) that there are plenty of radios in camps, which there are not and they can't be bought here either; (2) that transmitters and receivers can be obtained through WPB, which is doubtful not only because of priorities but due to tightness of shipping space; (3) that such low-power transmitters can properly be camouflaged or silenced quickly enough not to serve as homers for enemy bombers, which BBC experts say can be done, pointing to their experience during and since the blitz.

The technical and program job would devolve chiefly on BBC in collaboration with OWI, which must get facilities, and with Army morale branch, which it is said may soon send over Maj. Tom Lewis, erstwhile Young & Rubicam Hollywood vice-president now in Washington, to work out details.

On its part BBC has shown eagerness to cooperate for it doesn't have much time to spare on its own two broadcast networks. So far it is giving our boys and its own delighted audience some fragments of American-made programs, such as five-minute sports by an American Army sergeant nightly at 7; Jack Benny on transcriptions, sometimes quite old, now in 13-week cycle, while Bob Hope unaccountably is off the air despite his enormous popularity among British listeners; *Command Performance*, repeated twice but sometimes barred from the air when it includes musical numbers restricted by Performing Rights Society, Britain's ASCAP; Saturday night news postscripts broadcast direct from Washington by Raymond Swing, Ernest Lindley, Kenneth Crawford; and a few other specially prepared programs.

Shortage of Kits

But these are not enough. Nor can it be said that Lt. Col. Kirby's monumental *Command Performance*, great show that it is, is heard either here or elsewhere in the eastern war theatre via our shortwaves despite the fact that our stations repeat it 32 times. They simply haven't got shortwave sets, and reception is bad besides. When they do hear it, it is usually via BBC's standard waves

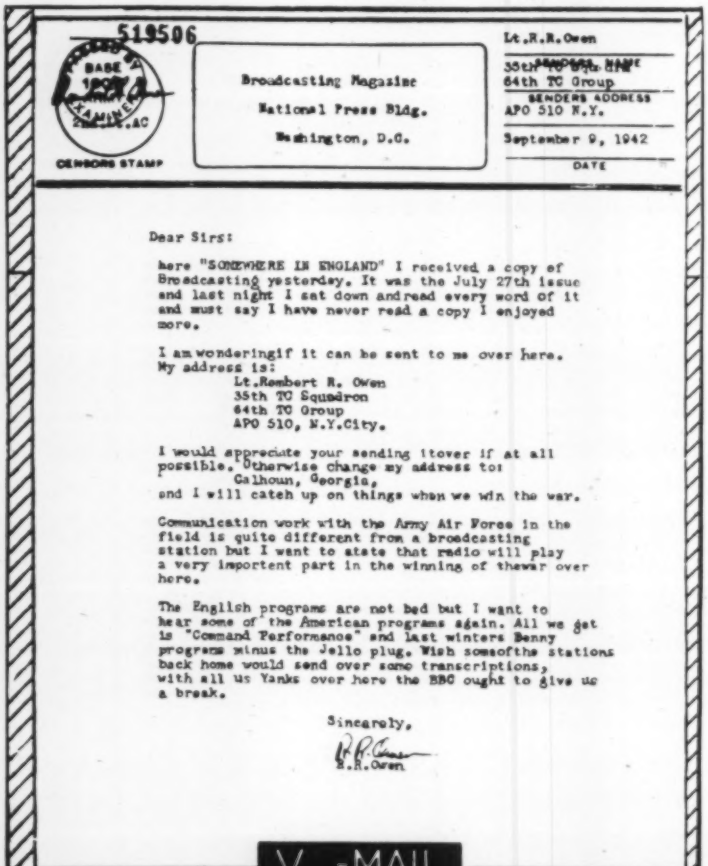
Valiant effort to equip our camps with radiophonograph apparatus is being made by the Army Morale Branch. Its so-called "B" recreation kits—one portable, medium and shortwave receiver usable either as battery or plug-in, one turntable, 25 half-hour transcriptions of actual radio shows taken off line with commercials and all, 48 ten-inch records of latest songs, several dozen pocket library books, many song books and spare parts for mechanical apparatus—are only beginning to trickle in.

The plan is to have one such unit for each 116 men. Units are supposed to come with the men but haven't been getting here in any great numbers yet, certainly not enough to equip all encampments. They take up a lot of shipping space, and there has been some objection on that score.

The idea is a great one if it can be carried through for the Army field transcription player, as a unit, can be taken with troops as they move. Receivers are specially made by Sound Engineering Inc., Washington-Chicago, and turntables by Pacific Sound Equipment Co., Hollywood.

Certainly the units will provide splendid recreation even if only one kit is received by each camp and if new recordings are sent.

VOICE OF THE SOLDIER



519506

BASE A
EXAMINED
CENSORS STAMP

Broadcasting Magazine
National Press Bldg.
Washington, D.C.

Lt.R.R.Owen
35th TC Squadron, AAF
64th TC Group
SENDERS ADDRESS
APO 510 N.Y.

September 9, 1942
DATE

Dear Sirs:

here "SOMEWHERE IN ENGLAND" I received a copy of Broadcasting yesterday. It was the July 27th issue and last night I sat down and read every word of it and must say I have never read a copy I enjoyed more.

I am wonderingif it can be sent to me over here. My address is:
Lt.Rembert R. Owen
35th TC Squadron
64th TC Group
APO 510, N.Y.City.

I would appreciate your sending itover if at all possible. Otherwise change my address to:
Calhoun, Georgia,
and I will catch up on things when we win the war.

Communication work with the Army Air Force in the field is quite different from a broadcasting station but I want to state that radio will play a very important part in the winning of thewar over here.

The English programs are not bad but I want to hear some of the American programs again. All we get is "Command Performance" and last winters Benny programs minus the Jello plug. Wish somofthe stations back home would send over some transcriptions, with all us Yanks over here the BBC ought to give us a break.

Sincerely,
R.R.Owen

V-MAIL

XUM

We are pleased to announce
the formation of the

CONNECTICUT BROADCASTING SYSTEM

For further information contact any
member station or
representative

Bridgeport	WNAB	Blue Network	Levon Thomas
Hartford	WNBC	Blue Network	Richard Davis
New Haven	WELI	Blue Network	James T. Milne
New London	WNLC	Mutual Network	Gerald Morey
Stamford	WSRR	Blue Network	Harold Meyer
Waterbury	WATR	Mutual Network	Harold Thomas

Complete coverage of Connecticut
at lowest cost

•

Network Representatives
HEADLEY-REED COMPANY
New York • Chicago • Atlanta • San Francisco • Detroit

From Oklahoma to 46 Other States

Loan Group Builds Up Business by Use Of Radio

By LOUIS W. GRANT

President Home Federal Savings & Loan Assn. of Tulsa

OUR advertising budget is not in the million-dollar class, but if it were I would unhesitatingly use most of it for radio advertising even as I do now with the budget we have.

Mr. Grant

Business associates have often asked me why I am so sold on radio. It's a story that goes back many years and is based deeply on the psychology of the small town resident.

I was raised in a little town and as I grew up in this atmosphere the knowledge of how careful the townspeople were about keeping their financial condition a secret was brought home to me in many ways.

Most people with means in little towns are hesitant about having anyone else, even their local banker, know about it, hence creating a natural market for outside banking and savings and loan interests. Radio naturally offered a first-class medium for reaching these people with results, in my own case at least, surpassing best expectations.

An Easy Start

It was in 1936 that we began experimenting with radio as a selling medium for our story. At that time approximately 90% of our business was coming from right in Tulsa county. We also at the same time carefully analyzed postal savings receipts records and other pertinent financial data from other sections of Oklahoma to "smell out" where the money was being invested.

Our early experiments featured spot announcements on small power stations in front and back of and in the middle of shows of all types. We participated in several transcription music shows with spots, but were not entirely satisfied with what we were doing although results began to be noticed in the area in which the low power stations reached.

In 1938-39 the Federal Home Loan Bank made a survey and discovered that the best show for our type of business was a 15-minute news broadcast maintained consistently in the same spot over long periods of time.

Inasmuch as we didn't have much success with building 13-week and similar length transcription shows for our advertising messages, we decided to accept the survey results, and put them into action.

We, of course, were convinced of the necessity by now of building a consistent listening audience and we also knew we wanted radio beyond any shadow of doubt. And so we went "whole hog".

We bought the 10 o'clock nighttime news spot seven days a week on the superpower station in our city in 1940. We have just renewed our contract for the third year.

Naturally, this all reads rather brief and simple, but it was not so. We had to have certain indications to justify a tremendous increase suddenly in our radio advertising budget.

Run of the House

These indications were plain to us, namely, that radio reaches men and women right in their homes and is a personal, friendly and, above all, intimate medium likened to a personal friend who has the "run of the house".

This is important to us. Also important is the fact that news is by far the greatest sales transmission medium in radio now for obvious reasons and a tried and true audience getter.

These indications added up to our having a chance to build up a swell "Sears Roebuck" savings and loan association business or, translating, a mail order business from out of town.

Well, our faith has been amply justified. The returns for 1941 show that 77 different Oklahoma communities outside of Tulsa gave us $257,000 in accounts.

We have also received $260,000 in accounts from 46 other States, or an out-of-town business totaling better than 30% of our gross volume. Not all of these out-of-state accounts are traceable to radio, of course, but a highly satisfactory number were.

Due to the aid of radio and, particularly, our news program, we are the leading savings and loan association in the United States in sale of war bonds and stamps having sold some $4,500,000 worth in 35,700 transactions in the last year.

In conclusion I might point out that all out-of-Tulsa accounts are carefully checked to determine the reason the individual or firm sent money to us, and I repeat, a highly satisfactory number mentioned hearing our message via radio.

WGGA Ownership Shift Gets Approval of FCC

REORGANIZED ownership of WGGA, Gainesville, Ga., was approved by the FCC last week, with the triple partnership of Henry Estes, Austin Dean, and L. H. Christian converted into a corporation, the Blue Ridge Broadcasting Co.

Under the new arrangement, Mr. Dean, publisher of the *Gainesville Eagle* is president, with a 43.4% interest acquired through purchase of some of the holdings of Mr. Christian, a hardware dealer, and Mr. Estes, department store owner and president of the Gainesville Chamber of Commerce. Mr. Christian retains 16% of the stock and is secretary; Mr. Estes holds one share, and is treasurer. Charles A. Smithgall Jr., formerly with WSB, WGST, WATL, and WAGA is vice-president, having obtained the remaining 40% of the stock in return for three mortgages totaling $5,000 that he held against the property.

Salt Program

INTERNATIONAL SALT Co., Scranton, Pa. (Sterling Salt) launches a 13-week campaign of participations on *Women of Tomorrow*, on WJZ, New York, Sept. 21, and will also use *Marjorie Mills Hour*. The latter program switches from the Yankee Network to the newly-formed New England Network, Sept. 29. After Jan. 1 International Salt starts participations on women's programs on WJZ WOR WCAU KDKA WGY and a Buffalo station, at the same time continuing on the NERN program. Agency is J. M. Mathes Inc., New York.

Two-Way Series

LYMAN BRYSON former CBS director of education, now head of the Bureau of special operations of the OWI, and H. V. Kaltenborn, NBC commentator, last Sunday took part in the first of a series of three "Two-Way conversations" between Britishers and Americans on the regular BBC program aired on Mutual each week as *Answering You*.

WFTM, FORT MYERS, SALE IS ANNOUNCED

TRANSFER of WFTM, Fort Myers, Fla., to Ronald B. Woodyard, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield, and Reggie Martin, manager of the latter station, was approved by the FCC last week.

For consideration of $12,600, all issued and outstanding stock of the Fort Myers Broadcasting Company, licensee of WFTM, was sold by W. E. Benns Jr., and his mother, Mrs. W. E. Benns, Sr., holders of 59.1%; Mr. J. F. Richardson, LaGrange, Ga., 22.7%; O. D. Whitaker, Verona, Pa., 9.8%, and Fred H. Mellor, local attorney.

Under the deal, Mr. Woodyard will acquire 85% of the WFTM stock, and Mr. Martin the other 15%. The purchasers have announced that Jim Turner, former program director of WIZE at present assisting at WING during the illness of Mr. Woodyard, will become manager of WFTM, replacing Mr. Benns who has entered military service.

KGW-KEX Changes

HOMER WELCH, former production manager, was appointed program director of KGW-KEX, Portland, Ore., in a series of personnel changes that followed the resignation of Ralph Rogers, former program director, who went into a Portland war industry. Gordon Bambrick of the announcing staff has taken over as production manager and Herb Johnston becomes chief announcer.

LANGLEY'S Ltd., Toronto (chain cleaner) has started spot announcements six days weekly on CFRB, Toronto, and CKOC, Hamilton, Ont. Account placed by A. McKim, Toronto.

DELIBERATING the morale-building importance of the new five-weekly BLUE *Spotlight Bands* series are these West Coast sales and radio executives. Factor was stressed in a closed circuit broadcast on Sept. 15 by Army, Navy and War Production Board officials, prior to launching of the series Sept. 21. Sponsor is Coca Cola Co. (beverage). Conferees (l to r, standing) are Tracy Moore, Western division sales manager of BLUE. Seated are E. D. Peterson, director, national sales division, Coca Cola Co.; and Leo Tyson, Western division program manager of BLUE. Seated are E. D. Peterson, director of national sales of KFI-KECA, Los Angeles, and Stanley H. Barbee, president of Coca Cola Co., that city.

He's just *one* of the 200,000 newcomers to the Baltimore area

...*and* WCBM *and the* BLUE *can give them all . . . to you!*

He, like thousands of others, have moved to Baltimore to work in its many war industries. Naturally, they don't know a whole lot about Baltimore — so they turn to WCBM for their Monumental City news. That's because they know WCBM is a BLUE NETWORK station — and they know also the BLUE NETWORK is "tops"; because, like WCBM, the BLUE station in *their* hometown was "tops." Send your message to Baltimore's newcomers and old-timers through their favorite combination — WCBM and the BLUE NETWORK.

BALTIMORE'S BLUE NETWORK OUTLET

★ **John Elmer,** *President*
George H. Roeder, Gen. Manager

National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

WCBM

BLUE WCBM NETWORK

Store Meets Half of Clientele Daily

Retailer's Program on Coast Effective In Selling

By E. M. STUART
Sales and Publicity Director
Broadway Department Store
Los Angeles

BETWEEN the hours of 10:15 a.m. one day and 5:45 p.m. the following day, we believe more Southern Californians tune in on The Broadway Department Store's radio program than any other program, local or network. This claim, revealed by continuing audience surveys, is all the more remarkable in view of the fact that our program, *The Broadway News* is on medium-priced KHJ, local Mutual-Don Lee outlet.

Not a War Baby

Long before the war broke out in Europe *The Broadway News* had a large local daytime program in size of audience, so it is not a war baby. With invasion of the Low Countries in April, 1940, however, our broadcast began to be more popular than many of the daytime network features. Pearl Harbor pushed it up to the position already mentioned.

Here, in our opinion, are the principal reasons for popularity of *The Broadway News:*

1. 12 o'clock and 5 o'clock, our broadcast times, being peak daytime listening periods, are "natural" news times. We based our choice of these times, back in 1938, on "audience listening habit" surveys produced by our agency, Lee Ringer Adv., Los Angeles.

Wisdom of these choices has been confirmed by such recent "plus values" as policy of the local aircraft plants in releasing the noon edition to their lunch-time personnel over public-address systems; custom of thousands of war workers in other plants to tune *The Broadway News* in their car radios during lunch; habit of thousands of Southern Californians to "catch" the 5 o'clock edition in their cars on their way home from work.

2. The length of time *The Broadway News* has been on the air—we are in our fourth year, our 2,200th broadcast—is partly responsible for its position as the giant of daytime broadcasting.

Perfect Teamwork

3. The quality of the program is rigidly maintained. Not only do we have an able newscaster and announcer, and two news services, Associated Press and International News Service, but in addition, our agency, Lee Ringer Adv., sees that our program is surrounded by unobjectionable announcements and programs and that its high calibre is maintained. Incidentally, there is perfect teamwork between our merchandising office, our advertising department where one person is assigned to radio, our buyers and our agency.

4. The program is constantly merchandised in our newspaper advertising, and through agency-station publicity in newspapers, taxicab cards, spot announcements and theatre trailers. These activities help build our audience.

We believe the foregoing satisfactorily disposes of the oft-repeated question "Can I compete for audiences with the big network programs?"

Radio Specials

As for results from our broadcasting activity, our continued presence on the air speaks for itself. In the early days, we confined ourselves to purely institutional commercial copy. We found, however, that many customers became interested in merchandise featured in our institutional commercials, but they did not buy because they had no idea of the price.

We were also anxious to do specific selling to compare our sales results from radio with results from like expenditures in other media. Therefore, we started to mention prices in our copy, with a "radio special" once or twice a week. This technique has worked most satisfactorily for us.

Among the facts of interest to other retailers which we have discovered are these:

Two commercials on one broadcast for a given piece of merchandise do not double the results from one commercial.

One commercial about a piece of merchandise on two separate broadcasts outpulls two commercials about the merchandise on one broadcast.

Radio sells every conceivable kind of department store merchandise in every price range, from baby garments to sofas, from fur storage to men's work clothes. It has sold $900 pianos for us, and 8,000 sheets in a single days selling.

Through our radio program, we talk with well over half of our customers every day.

88% of our charge customers have bought merchandise as a result of our radio advertising.

Radio has shown the public the civic importance of our store by dramatizing our activities on behalf of the Boy Scouts, High School Day, the War Bond Drive, educational classes in the auditorium and various holiday events.

It is axiomatic that a direct mail campaign is no better than the mailing list. It follows that a radio program is no better than its audience. In the case of *The Broadway News*, that's plenty good.

Lash Resigns in Canada

G. HERBERT LASH, director of public information for Canada since October 1939, has resigned with formation of the new Wartime Information Board headed by Charles Vining of Montreal. In his capacity as director of public information Lash was well-known among American broadcasters and commentators, was host on a four-day tour of eastern Canadian warplants, army, navy and air force training stations last April, to a group of American network and station officials and commentators. Lash's assistants, Claude Melancon, French associate director, and Walter B. Herbert, also resigned. It is understood that both Lash and Melancon plan to return to the Canadian National Railways public relations branch at Montreal. Lash formerly headed the CNR publicity staff in New York.

FOOTBALL GAMES of the western conference and Notre Dame will be broadcast on WOWO, Fort Wayne, under a contract signed by H. C. Williams, vice-president of the Emmco Insurance Co., South Bend. Eleven games, including two service contests are on the schedule, with Hilliard Gates and Mary Conn of the WOWO sports staff at the mike. At the signing are (l to r): seated, C. A. MacDonald, president, MacDonald-Cook, South Bend Agency; Mr. Williams; Thomas F. Shortall, sales manager of Emmco Insurance; standing, Frank V. Webb, sales manager of WOWO-WGL; K. L. Snedecor, vice president, MacDonald-Cook; and W. J. McEdwards, NBC spot sales, central division.

Officer Openings Available in Navy

Graduate Electrical Engineers Are Especially Needed

TO MEET the expanded officer needs of the Navy for professional technicians in engineering an active recruiting campaign was announced last week by the Director of Naval Officer Procurement, Chicago.

First in the list are graduate electrical engineers, between 21 and 50, who have followed electrical engineering since graduation, and have a knowledge of ultra-high frequencies, electronics and television. Those more familiar with power engineering likewise may find a place in the Navy which is interested in such men up to 50. Electrical engineers are needed especially in the Navy's fields of radio and detection devices. Men with radio or communication engineering degrees may qualify for officers' commissions as well. Waivers for minor physical defects often are obtained.

Radio Experience Wanted

A petty officer rating is offered to men with sufficient experience in radio to instruct classes in radio theory, practical operation, code, and maintenance.

The Navy has schools in several parts of the country to instruct enlisted men in radio, and instructors are needed. The men selected will go through a refresher course at the Naval Aviation Service School, Chicago, where they will be instructed in use of the radio equipment used by the Navy.

In some cases men with B. S. degrees in mechanical or other engineering subjects and who have had experience in radio and electrical work may qualify for officer assignments in radio or electrical lines. Usually, degrees in engineering other than electrical the Navy points out tend to fit the applicant for other duty. For instance the Navy activities in ordinance, construction, and ship operation use mechanical, civil, and chemical engineers. Here again physical waivers often are possible and the age range is usually between 30 and 45 years or beyond those two limits in some cases.

Another special officer procurement program under way is for college teachers of physics, or chemical, diesel, electrical, mechanical, and radio engineering at Naval Reserve Midshipman Schools. Private school and junior college teachers and others qualified to teach those subjects in colleges also are being sought.

All communications should be addressed to Ensign Wm. W. Hall, Room 300, or Mr. M. G. Miller, Room 1184, both in the Board of Trade Building, Chicago.

KLZ, Denver, has signed with University of Denver to broadcast leading football games this season. Bud Thorpe will be at the mike.

JOHNNY TIMEBUYER
I'M JOHNNY TIMEBUYER, FOLKS – IT'S UP TO ME TO PICK THE RIGHT TIME ON THE RIGHT STATION IN EACH MARKET. I'LL SHOW YOU WHY I ALWAYS PUT STATION KEX ON THE SCHEDULE!
HOW ABOUT AVAIL-ABILITIES? KEX, AS THE ONLY OUTLET IN THE PORTLAND AREA FOR THE BLUE NETWORK, OFFERS CHOICE TIME BETWEEN TOPFLIGHT NETWORK SHOWS!
PORTLAND
HOW ABOUT KEX COVERAGE? THIS MAP IS FROM AN AUTHENTIC MAIL CHECK OF A KEX DAYTIME ADVERTISER. IT SHOWS RESPONSE FROM VIRTUALLY EVERY LOCALITY IN OREGON AND WASHINGTON!
DETAILS ON REQUEST
WHAT A MARKET! IT WILL DELIVER IMMEDIATE SALES, AND, BECAUSE THE AREA'S BASIC INDUSTRIES ARE BEING RAPIDLY DEVELOPED, IT'S AN IDEAL PLACE TO INVEST IN PERMANENT, POST-WAR BUSINESS INSURANCE!
COM'L FISHING
SHIP BUILDING
DITTO
TIMBER
DAIRY PRODUCTS
ALUM-INUM PLANTS
ELECTRIC POWER
ELECTRIC POWER
OREGON
FRUIT
FARM PRODUCTS
LUMBER PRODUCTS
CATTLE RAISING
FRUIT
SHEEP RAISING
MINING
WHEAT
KEX – THE VOICE OF THE OREGON COUNTRY –
CONSISTENTLY FINE NETWORK AND LOCAL FEATURES KEEP 'EM LISTENING TO KEX!
THESE FOLKS AT KEX CERTAINLY TAKE GOOD CARE OF YOU!
TECHNICIAN
COMMERCIAL MANAGER
CHIEF ANNOUNCER
PROGRAM MANAGER
WELCOME
IT'S EASY TO GET INFORMATION* ON KEX – I JUST CALL THE PAUL H. RAYMER OFFICE – WHY DON'T YOU DO THE SAME?
*OF COURSE JOHNNY COULD ALSO CONSULT RADIO RATES, OR WRITE DIRECT – TO STATION KEX, PORTLAND, OREGON.

COLLAPSIBLE BOOTH is used by Sam Schneider, farm editor of KVOO, Tulsa, to sell War Bonds while touring Oklahoma with his *Farm Fair of the Air*. KVOO is broadcasting the program daily, with Mr. Schneider on a tour that will cover 34 county seats.

War Bond Radio Office Restaffed With Women

FEMININE replacements are being lined up for the Radio Section of the Treasury Dept. War Saving Staff, according to Charles J. Gilchrest, head of the department. "As our men go to war women must replace them," he said. "This is just as true, in my opinion, in the Government's war emergency bureaus as in private business."

There are two women in the department—Marjorie L. Spriggs (Mrs. Gilchrest), chief of women's and children's programs, who has been with the staff since April, 1941; and Ruth Girard, traffic manager who came from WABC in December, 1941. These women are being trained so they can jump into any of several jobs on short notice. One man has already gone into uniform. Should the five remaining men enlist or be drafted, women will take their place.

MBS Bond Series

WAR BOND series will be launched by Mutual Oct. 3 with members of the Radio Directors Guild serving as volunteer producer-directors on a rotating basis. Titled the *Saturday Night Bond Wagon*, the program will be of the variety type, with different guest stars appearing each week. Aired in the 10:15-10:45 p.m. period each Saturday, the series gets off to a start with former Gov. Al Smith, Jack Pearl, comedian, Bob Hawk and Ethel Merman participating in the inaugural broadcast. First four shows will be produced and directed respectively by Robert Lewis Shayon, John Loveton, Jack Johnstone and Ita Ashley.

SAMUEL CHOTZINOFF, former director of serious music for the BLUE, has been appointed manager of the music division of NBC's program department. Music critic, musician and author, Mr. Chotzinoff assumed his post Sept. 27.

BACKING THE SALVAGE DRIVES

Stations Promote Scrap Collections in Addition To Pressing War Bond Sales Campaigns

SCRAP salvage campaigns claimed attention of radio stations cooperating in the war effort last week, as the industry rallied to WPB Chief Donald Nelson's plea for materials to keep production flowing.

Typical of the response was a scrap metal collection contest sponsored by KMBC, Kansas City, with Boy Scout Troops, Future Farmers of America chapters and 4-H Clubs competing for $200 in prizes. Contest raised more than a million pounds of essential materials in a three-week period.

An entire Sunday afternoon was devoted by WTBO, Cumberland, Md., to promoting a local scrap drive. The station enlisted volunteer scrap collectors, and then followed their collecting activities throughout the day with remote broadcasts from the trucks bringing in the scrap.

Wells Chapin, engineer of KWK, St. Louis, and chief of the local OCD radio division, is salvaging parts from outmoded and useless receiving sets under a plan to build portable sending and receiving radios for a two-way hook-up to supplement regular communications facilities in emergencies.

Recruiting Seamen

Stations are increasing their special services recruiting, with the Maritime Service demanding more men to operate ships streaming from the ways. WIL, St. Louis, has a weekly program for the Maritime Service. Other stations are using spot announcements asking ex-seamen to reenter service.

Representatives of all war activity groups were invited to appeal for volunteers and material on *The Army Behind The Front*, series conducted for a week by Bessie Beatty on her regular women's program on WOR, New York.

A recruiting campaign to get women into war work is conducted by WFOR, Hattiesburg, Miss., with Alice Blue, singing star enrollee of the Hattiesburg War Production School welding course, at the mike.

War Bonds

On the War Bond front, Vincent Callahan, director of radio and press for the Treasury's war savings staff, said that 148 reporting stations have sold $2,441,530.37 in the past month-and-a-half. Reports from all over the country indicated this was only a fraction of total sales, for BLUE Network's *I Pledge America* show raised several times that amount by itself.

Although the BLUE campaign to sell bonds closed more than a week ago, orders are still pouring in, the over-all total to date being $18,634,817, of which more than $11,600,000 is directly attributable to the seven-hour *Bond Night on the BLUE* program. A report by the Cooperative Analysis of Broadcasting on the two-hour "I Pledge America" portion of that show rates it in fourth place for that evening with a listener interest of 14.5, an exceptionally high rating for a one-time broadcast.

New promotion ideas continued to come to the fore this week. Comic Artists cooperated with WGAR, Cleveland, to draw caricatures for buyers of bonds in the lobby of the Hotel Statler. Among those on hand were Joe Schuster and Jerry Siegel, creators of "Superman", Bela Zaboly, representing "Popeye", Bill Friesy and Bill Bracher, fathers of "Major Hoople."

Scholarships Given

Four-year college scholarships and War Bonds will be given in a quiz contest sponsored by WHBC, Canton, O., with high school students participating. With quiz programs broadcast on WHBC for 20 weeks, winners will be chosen on their scores, and votes cast by bond buyers.

KLZ, Denver, has a quiz program open only to bond and stamp buyers. If the contestant answers correctly, KLZ buys an amount of bonds and stamps equal to the individual's purchase.

Russ Hodges, sportcaster of WOL, Washington, brings celebrities to the microphone between halves of Redskins football games to sell bonds.

Working With Theaters

Cooperation with local theaters highspotted bond selling plans of some stations. WCPO, Cincinnati, broadcast a patriotic program that was piped into 73 area theaters, and ended with the entire audience of all theaters singing the national anthem to the accompaniment of music from WCPO. The station has "Minute Maids" stationed in five downtown RKO theaters to deliver War Bonds without delay.

"Minute Maids" are also sponsored by KTSM, El Paso, to sell bonds outside two prominent local theaters. The girls are members of three sororities of the College of Mines.

When screen stars Edward Arnold and Frances Dee visited Clinton, Ia., to take part in *Heroes Tribute Night*, KROS took an active part in promotion, raising $9,000 on its own before the show. Sales totaled $218,700 for the city of 30,000.

"Bonderee" sponsored jointly by WCED, DuBois, Penn., and a local theater brought in $35,000 at St. Marys, Penn. "Bonderee" consists of a WCED announcer, bands, and other talent.

Stunt used by WMAQ, Chicago, is to offer reserved seat tickets to bond buyers for the *Carnation Program* and *Plantation Party*, originating for NBC in their studio. WKZO, Kalamazoo, uses remote broadcasts from local department stores.

Climax of bond sales over KOH, Reno, came recently when Gov. E. P. Carville bought $100,000 in Bonds for the State from Hewett Kees, station manager. Recently, the KDKA Bondwagon reported sales of $187,000 in seven efforts in the Pittsburgh neighborhood.

WHO Active

Concentrated promotion is used by WHO, Des Moines, which uses a weekly half-hour variety show of top studio talent, in addition to backing the "WHO Bond Club," which gives bond buyers WHO windshield stickers for their cars. Inter-staff competition for bond sales has brought in $400,000, with two teams of popular staff members appealing for sales.

WWSW, Pittsburgh, broadcasts a half hour of the local weekly bond rallies, featuring entertainment, celebrities and other high class features. Morning and evening bond shows daily are heard on WBIG, Greensboro. Station operates a red, white and blue Bond Wagon to deliver orders.

In Boston, WEEI celebrated its becoming a bond-issuing agent with an hour and a half *Bond Carnival*, with Dorothy Lamour as special guest. The event sold $24,500 in bonds.

A tent show sells bonds for WMRN, Marion, O., with a daily auction for bonds and stamps. Chicks, clothes and other merchandise donated by merchants is given to buyers.

The talent staff of WLS, Chicago, has been ringing the cash register for Uncle Sam through its various Barn Dance units. One sold $4,500 in war bonds to the audience at a fair in Carmi, Ill., while another smaller unit sold $2,000 worth at Fillmore, Wis. According to Arthur C. Page, WLS farm director, war stamp corsages sold by WLS staff members at the Wisconsin State Fair averaged $125 per day.

A war bond symphony radio concert to stimulate sales of bonds and stamps was broadcast last week by WMCA, New York, with music by the New York City Symphony Orchestra conducted by Emerson Buckley.

Bonds for Peace

MEL ALLEN, sportscaster of WOR, New York, received an order for a $5,000 War Bond after an appeal during a Dodger-Giant broadcast, together with this request. "Please, Mr. Allen, could you send me two baseballs, one autographed by the Giants, and one by the Dodgers? If you satisfy both sides of this household and keep peace here, I'll send more checks for more bonds." The baseballs were delivered.

St. Louis' Largest Furniture Store Selects KSD

Union-May-Stern Co. is one of the largest furniture stores in the United States. It is also the largest advertiser of its kind in St. Louis.

Locally, the executives of Union-May-Stern Co. have a reputation for keen discernment in the evaluation of advertising media.

With seven broadcasting stations in St. Louis, Union-May-Stern and its advertising counsel, Olian Advertising Co., selected KSD for its entire radio advertising appropriation.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Shortwave Vital to War, Sherwood Says, Dedicating New WGEO Transmitter

DEDICATION of the new 100 kilowatt transmitter of WGEO, General Electric international shortwave station at Schenectady, took place last week with Robert E. Sherwood, director of the overseas branch of the Office of War Information as sponsor. The transmitter has been in operation for several weeks already.

Mr. Sherwood paid tribute to radio "as a vital factor in this war," and declared the American people need this transmitter, for "our enemies have far exceeded us in their shortwave radio power.

"They have been all too successful in poisoning the airwaves of the world with their propaganda of deception, corruption, and demoralization. Our own American voice—as it has been broadcast overseas from here in Scenectady —from Cincinnati—from Boston, New York and San Francisco—has been sincere and honest, but it has been feeble as compared with the blatant voices of Germany, Italy, Japan, and their satellities."

Power of Truth

"This country took a position of leadership in the development of radio broadcasting," Mr. Sherwood said, " but we developed it on a peacetime basis as an instrument of domestic trade and a medium of education and entertainment." Declaring that our enemies recognize radio as an instrument of war, and prepared long ago, Mr. Sherwood declared we nevertheless have one great advantage, "that is the power of truth."

"That is the purpose to which this transmitter is today dedicated—to tell to the world—to friend and foe alike—the essential truth about this war."

In speaking over the new transmitter, Mr. Sherwood paid tribute to the station as evidence of the public service of the General Electric Company. Earlier, accompanied by Murry Brophy, chief of the bureau of communications facilities of the OWI, he had inspected the station and transmitter site.

Elmer Davis, director of War Information, sent to WGEO this message:

"The Office of War Information salutes the new transmitter, WGEO, which will be plainly audible to Hitler and Tojo and which we hope will disturb their sleep during the long winter nights.

DEDICATING "to truth" the new 100-kw. transmitter of WGEO, General Electric international shortwave station in Schenectady, is Robert E. Sherwood (r), director of the overseas branch of the Office of War Information, and Robert S. Peare, GE broadcasting and advertising manager.

WGEO built the new transmitter to replace a similar one transferred to KWID, San Francisco, last winter to aid in combatting Japanese propaganda in the Pacific. The station beams English language programs to American troops in the Pacific, in addition to English, Spanish and Portugese programs to Latin America, and Czech and English to Europe.

Like its sister station at Schenectady, WGEA, the new 100,000 watt unit uses directional antenna.

Wilson Milk on Blue

WILSON MILK Co., Indianapolis (evaporated milk) in its first venture into network radio on Oct. 5 will begin *Smile Awhile With Jack Baker* on a split midwestern network of 11 BLUE stations. Program, which will feature Jack Baker, tenor of the BLUE *Breakfast Club*, will originate out of Chicago, and will be heard Monday, Wednesday and Fridays 11:30-11:45 on KXOX KQV WSAI WING WISE WISH WWVA WCOL WINN WFMJ KFRU. Contract for 26 weeks was placed through Keeling & Co., Indianapolis.

KFPY'S 20TH FETE

Spokane Outlet Celebrates With Special Programs

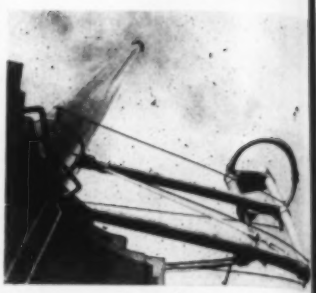
KFPY, Spokane, celebrates its 20th anniversary with a series of special events scheduled from October 1 to 17th

Featured will be *Twenty Years Ago Today* a newscast dramatizing the founding of the station by the late T. W. Symons Jr. Oct. 16, 1922; old-time music programs; two contests; transcribed greetings from Northwest Governors, Congressmen and Senators; salutes from CBS, with which KFPY has been affiliated since 1929, and other radio stations and leaders in the industry, Ed Craney, Montana broadcaster, who was KFPY's first announcer, will participate in the anniversary programs.

Originally a 5-watter known as KFDC, the station's call letters were changed to KFPY in 1924 and the power was gradually increased until it is now 5,000 watts. The station's studios and offices have likewise increased from a tiny penthouse to the present layout. The oldest "employe" in point of service is Arthur L. Bright, vice-president and general manager.

Utley for Skelly

CLIFTON UTLEY, editor of the air edition of the *Chicago Sun*, on Sept. 21 returned as commentator on early morning newscasts sponsored by Skelly Oil Co., Kansas City, on 21 NBC Midwestern stations Monday through Friday at 7-7:15 a.m. (CWT). Alex Dreier, NBC commentator who has been heard on the program for the past 13 weeks during Mr. Utley's absence, will shortly leave for London to relieve NBC commentator Robert St. John for 13 weeks. Mr. Utley, as editor of the air edition of the *Sun*, will continue his nightly commentaries on WJWC, Hammond-Chicago, in addition to his early morning newscasts on NBC.



LOOKING SKYWARD at the "doughnut" FM antenna developed by General Electric and installed 900 feet above sea level at Muzak's high frequency station W47NY, New York. The antenna is first of its kind in the metropolis, according to GE.

Talbot G. Bone

THE DEATH of Talbot G. (Jimmy) Bone, former NBC newsman who scooped the world in 1939 on the *Graf Spee* sinking in South America, was reported last Sunday (Sept. 20). Mr. Bone died following an illness resulting from a malignant growth on his intestines caused by a scorpion bite two years ago. He died at the General Hospital in Lowell, Mass. Mr. Bone spent 10 years in Argentina and Brazil. He returned to his home in W. Chelmsford, Mass., last July for an operation as a result of the intestinal injury. Word of his death was received by A. A. Schechter, former news and special events director of NBC, who directed from New York the famous *Graf Spee* story.

Leeming to Use 45

THOS. LEEMING & Co., New York, in mid-October will start its fall and winter campaign for Baume Bengue cold remedy, using transcribed one-minute announcements on varying schedules in 45 markets. Agency is Wm. Esty & Co., New York.

WSYR CELEBRATES 20th BIRTHDAY

20 Youngsters Whose Birthdays Fall Same Day are Honor Guests

WSYR's 20-year career in central New York was marked Sept. 15 with a rather large birthday party. Youngsters from an 8-hour-old baby to a 20-year-old co-ed from the campus of Syracuse U helped celebrate.

At WSYR's Birthday Breakfast broadcast from Hotel Syracuse, were 20 honor guests, youngsters ranging from one year up to 20, each of whom had the same birthday as WSYR. Each shared the birthday cake and each was presented with a brand new $5 bill, symbolic of the 5 kw. which WSYR now uses. Baby Earl Coon, born in Syracuse Memorial Hospital on WSYR's 20th birthday, received a $50 War Bond which was presented by 20-year-old Suzanne Gloger who was crowned WSYR's birthday girl.

"Happy Birthday" strains crept into the station's programs throughout the day in program themes and music. The station's talent celebrated the anniversary with a special evening show

Under the direction of Col. Harry C. Wilder, president, the station completed on its birthday its share in a successful "Bomber Autograph" campaign for the sale of War Bonds. During this year the station will undertake to assist soldiers and aid morale.

BIRTHDAY PARTY was held in studio of WSYR, Syracuse, when the station celebrated its 20th anniversary Sept. 15. Vice-president Fred R. Ripley places a cake with 20 candles on the table for two girls, Suzanne Gloger (l) and Jean Malcolm, whose 20th birthdays fell on the same date.

The Other Fellow's Viewpoint

Biggest Job

EDITOR, BROADCASTING:

I have read the story "Radio's Biggest Sales Job" on page 22 of the Sept. 7 issue of Broadcasting.

I don't know who released the information but you mentioned one station that had pledges for approximately 1-28th of the total. You may be interested to know that KGKO got pledges for $753,901, approximately 1-8th of the total. Of this amount pledges totaling $547,526 were obtained in Dallas, and $216,375 in Fort Worth. The two cities thus maintain approximately an equal ratio in comparison to population.

I have had little or no sympathy with all of the "huffing and puffing" that's been going on about the job this, or that, or the other station has been doing on behalf of bond sales but I do think this nearly three quarters of a million dollars showing is worthy of comment.

MARTIN B. CAMPBELL,
Managing Director
KGKO, Fort Worth.

XUM

"THEY WRITE FOUR OUT OF FIVE OF THE LOCAL AND SPOT PROGRAMS ON WBBM SINCE WE HIRED THAT MUSE"

The muse of inspiration pays off at **wBBm**. Our advertisers say so. Over 80% of them ask our continuity department to write that "pay-off" into their programs. Why? Because the programs we produce are so resultful that the *average* user of a **wBBm**-built show stays with us over four years.* Which is another reason why **wBBm** has carried the *most* big station business in Chicago the past 17 years.

**These are national spot and local program users. wBBm also produces and directs 51 big CBS network shows each week.*

wBBM
CHICAGO
50,000 WATTS

THE LEADING CHICAGO STATION FOR 17 STRAIGHT YEARS

wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

★★★★★★★ SEVEN DOMINANTS

TO GIVE YOU THE FINES

★ **8,500,000 people live in New England.**

★ *94.3% or 2,118,072 of New England's homes are equipped with one or more radios* (*1940 U. S. Census of Housing*).

★ ***New Englanders have a per family purchasing power 30.5% above the national average (Sales Management, April 10, 1942.)***

★ Class A hour rate for five basic stations is $1,340 — all seven stations, $1,500. You get the most listeners at the lowest rates.

★ ***Line charges from New York Studios are included in these attractive rates.***

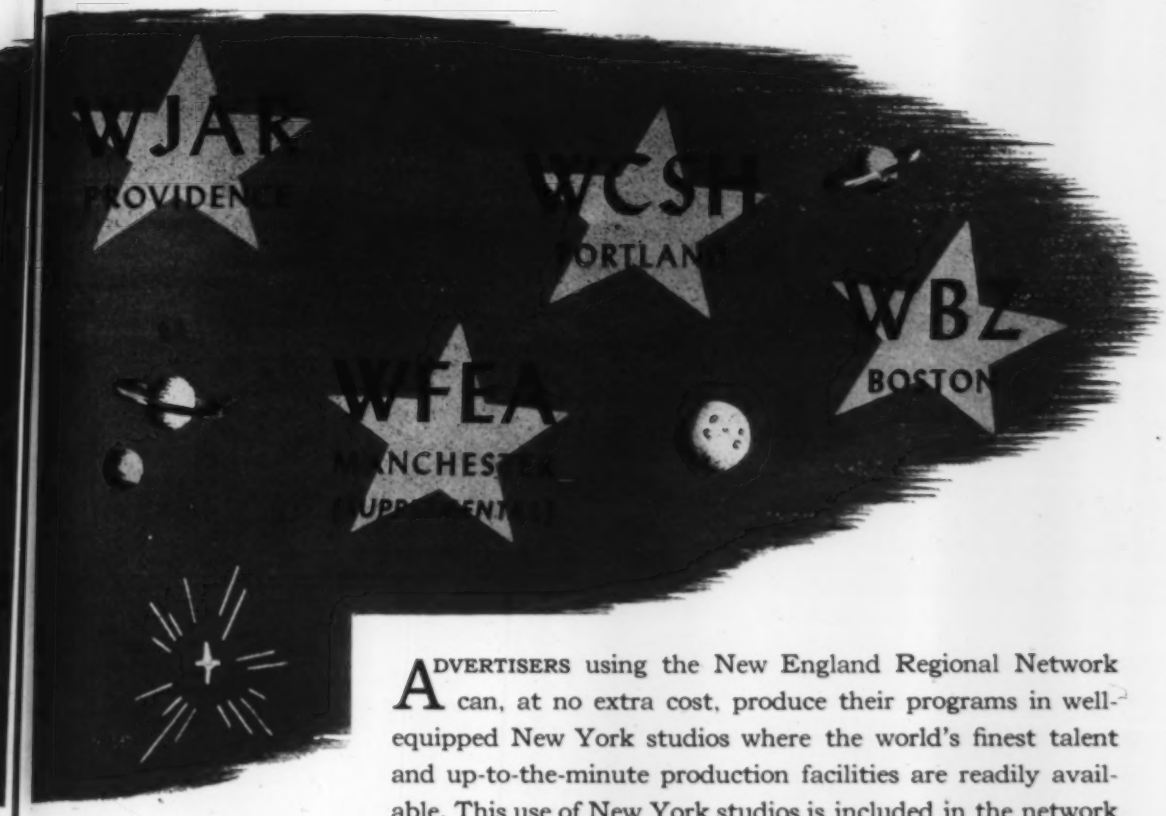
★ Production facilities in Hartford, Boston and New York available at no extra cost.

★ ***A New York Station may be added to this network, at station rate without customary wire charges.***

XUM

STATIONS JOIN HANDS

FINEST COVERAGE OF THE NEW ENGLAND MARKET

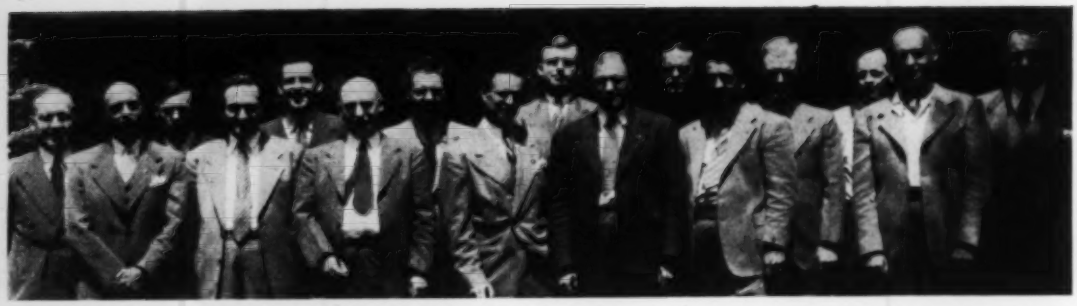


ADVERTISERS using the New England Regional Network can, at no extra cost, produce their programs in well-equipped New York studios where the world's finest talent and up-to-the-minute production facilities are readily available. This use of New York studios is included in the network rates. This brand new service is our answer to a long-felt need —and we bring it to you with no monetary penalty whatsoever.

THE NEW ENGLAND REGIONAL NETWORK

REPRESENTED NATIONALLY BY

WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



COMPLETING A YEAR'S OPERATIONS, Wisconsin Network members met at Nepco Lake, Wisconsin Rapids, and reelected William F. Huffman, WFHR, Wisconsin Rapids, president and managing director; H. R. LaPoidevin, WRJN, Racine, first vice-president; Rev. James A. Wagner, WHBY, Appleton, secretary; and H. H. Born, WHBL, Sheboygan, treasurer. The State-regional group consists of WRJN, Racine; WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WHBL, Sheboygan; WSAU, Wausau, and WFHR, Wisconsin Rapids, all MBS affiliates. At the meeting were (l. to r.): H. H. Born, WHBL, Sheboygan; Sidney H. Bliss, WCLO, Janesville; Wm. C. Forrest, WIBU, Poynette; Wayne W. Cribb, WHBL, Sheboygan; Ralph O'Connor WIBU, Madison; Bert Lange, KFIZ, Fond du Lac; Dick Stockwell, Program Director, resigned, now at WMT, Cedar Rapids, Iowa; James F. Kyler, WCLO, Janesville; Don Burt, WSAU, Wausau; George T. Frechette, WFHR, Wisconsin Rapids; Rev. James A. Wagner and J. L. Gallagher, both of WHBY, Appleton; Ben F. Hovel, WSAU, Wausau; Emery Martin, Sr., KFIZ, Fond du Lac; Wm. F. Huffman WFHR, Wisconsin Rapids; and H. R. LePoidevin, WRJN, Racine.

DECREE VACATING REFUSED BY COURT

MOTION of the Government to have vacated the 1932 consent decree, which dissolved the original RCA organization and established it as an independent radio manufacturing and operating company, was denied recently by Federal Judge Albert E. Maris, of Wilmington, Del.

Assistant Attorney General Thurman Arnold had sought court action vacating the decree, but had not given his reasons. The motion was vigorously opposed in arguments Aug. 7 and in subsequent briefs by RCA, General Electric and Westinghouse, on the ground that it deprived them of rights.

Previously, it had been inferred at the Department that it did not have in mind reopening of litigation against RCA and other companies engaged in manufacture of radio apparatus, but simply wanted the decree vacated to permit it to enter proceedings entirely foreign to radio.

In his opinion, Judge Maris said the Government asked for action upon the sole ground that the decrees do not promote the public interest. He said the questions presented were whether the decree may be vacated solely upon such a claim and without benefit of any change in circumstances, and whether the decrees conferred benefits upon the defendants. He said he had reached the conclusion that the first question had to be answered in the negative and the second in the affirmative.

Cantor to Return

ORIGINATING the weekly program from West Coast military bases for the next few months, Bristol-Myers Co. (Ipana, Sal Hepatica) following a three-month summer layoff, on Sept. 30 resumes *Time to Smile* with Eddie Cantor on 85 NBC stations, Wednesday, 9-9:30 p.m. (EWT). Besides Cantor, show will continue to feature Dinah Shore, vocalist, and Bert (Mad Russian) Gordon, comedian. Edgar Fairchild has been re-signed as musical director with Harry Von Zell announcer. Stanley Joseloff is producer of Young & Rubicam, New York agency servicing the account.

AROUND THE TOWN
Hotels, Restaurants Sponsor Program on WQXR

FIVE New York hotels, and several leading restaurants have started participations in a program launched recently on WQXR, New York, by John P. Myers Co., newly-formed New York agency. Titled *Man About Town*, the twice-weekly program gives editorial and commercial news about restaurants, plays, movies, museums and special events of interest for the weekend.

Series started on Fridays, 5:45-6 p.m., soon adding a five-minute period Wednesday, due to favorable response. Hotel sponsors, in addition to restaurants are: Pierre; Plaza Sherry-Netherlands, Carlyle and Russell:—also Plaza Theatres (movies).

Fall Milk Drive

NEW YORK State Milk Publicity Bureau, Albany, New York, will launch its annual fall campaign Oct. 12, using from three to five participations weekly for 26 weeks on home economics programs on 17 New York State stations.Campaign, using a lineup similar to last year's, will be aired on WNEW WJZ WABC WNBF WENY WBEN WGR WENR WHEC WHAM WIBX WGY WOKO WAGE WSYR WFBL WTRY. One-minute live announcements will be heard, stressing the nutritional value of milk. Appropriation is $300,000 for radio and newspaper advertising. J. M. Mathes Inc., New York, continues as agency for the eighth consecutive year.

Farm Paper Adding

PROGRESSIVE CIRCULATION Co., Los Angeles (*Farm Journal* magazine), in a campaign which started in early September, is using an average of five-weekly one-minute live announcements and participations in farm programs on 14 stations. List includes KXKX WPIC WDZ WKBH KFBI WSAZ KSOO WJAG KBKR KWIL KELA KWJJ KENO KSFO. Other stations will be added. Clarence B. Juneau Agencies, Los Angeles, has the account.

Lt. Levy to Leave Navy To Accept OWI Position

LT. LEON LEVY, on leave as president of WCAU, Philadelphia, at the request of the Office of War Information, has been relieved from duty by the U. S. Navy to take over the post of consultant to the Radio Bureau of the OWI. Since being called up for active duty on Aug. 19, 1941, Lt. Levy has been head of the radio section of the Public Relations Office of the Fourth Naval District in Philadelphia. He reports for duty with the OWI in Washington Sept. 28 and after an indoctrination period will return to Philadelphia to supervise the Radio Bureau's Industrial Liaison Division in this District.

Lt. Levy

During World War I, Lt. Levy served actively on both land and sea as a lieutenant (j.g.) in the Navy. He turned to radio in 1925 and one year later, was elected president of WCAU. He was among the pioneers who built Columbia Broadcasting System. In 1927, he was elected secretary and treasurer of the network. He resigned several years ago, but remains on the board of directors.

Patt Succeeds Taft

APPOINTMENT of John Patt, manager of WGAR, Cleveland, to serve as president of the Ohio Assn. of Broadcasters was announced last week by Hulbert Taft Jr., general manager of WKRC, Cincinnati, present president of the State industry organization, who will join the Army Air Forces as a first lieutenant effective Oct. 1 [BROADCASTING, Sept. 21].

Mr. Patt

Station in Lamar, Col., Ordered Deleted by FCC

SILENCED since last February, KIDW, Lamar, Col., was ordered deleted by the FCC last Tuesday. The station has been assigned to 1450 kc., sharing time, with 100 watts. The owner, according to official records, is W. J. Brown.

The Commission announced it had adopted a decision denying the station renewal of license. It stated that the licensee "through failure to file corporation reports and to pay corporate license taxes to the State of Colorado, ceased to exist as a corporate entity on Oct. 14, 1937. The Commission said further that at hearings on July 15, 1941 and Oct. 8, 1941 for renewal of license no appearance was made for KIDW. Since Feb. 21, 1942 the station has held FCC authority to remain silent.

To Sell KOCY Stock

APPLICATION to relinquish control of KOCY, Oklahoma City, through sale of 300 shares of stock held by M. S. McEldowney, hardware dealer, was filed with the FCC recently. Consideration for the stock, representing 60% of the corporation, is $30,000, par value. Fifty shares each will go to present controllers of 15% minority interests in the station, John D. Thomas, grocer, KOCY president, and C. E. Johnson, attorney, KOCY vice-president. Remaining 200 shares go to Plaza Court Broadcasting Co., KOCY licensee.

Godfrey with Fred

ARTHUR GODFREY, ad-libbing program conductor who has his own shows on WABC, New York, and WJSV, Washington, has been signed by the Texas Co., New York, as one of the regular entertainers on the *Fred Allen* show when it returns to CBS Oct. 4 in the Sunday evening 9:30-10 spot. Godfrey will do some of the commercials, and other talent will include Jimmy Wallington, Al Goodman's orchestra, guest stars and singers. Agency is Buchanan & Co., New York.

Hudnut Cancels

RICHARD HUDNUT, New York (cosmetics), due to priority difficulties on talc, on Sept. 21 cancelled sponsorship of its weekly CBS *Hollywood Showcase*. Decision to drop the half-hour musical variety show resulted directly from severe restrictions placed on basic powder ingredient used, it was said. Firm sponsored the show for the past year-and-a-half on West Coast stations of that network. Agency is Kenyon & Eckhardt, New York. CBS retains the program as a sustaining feature.

Rural Editor

AS A RESULT of his appearance on a recent broadcast of *America's Town Meeting of the Air* Sol H. Lewis, publisher of the *Lynden Tribune*, Lynden, Wash., opens a 15-minute program, *Sol Lewis, Country Ed.*, to be broadcast over KJR, Seattle, KGA, Spokane, and KVOS, Bellingham, Wash., to begin Sept. 28. He will be heard weekly originating from KVOS a few miles distant from his home in Lynden.

STANDOUT

SERVICE TO FARM FOLK

KLZ

KLZ

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

VITAL INTERESTS OF COLORADO AGRICULTURISTS SERVED BY KLZ

"THE FARM ROUND TABLE" is a weekly half-hour program on which prominent government farm experts discuss current problems with Colorado farmers.

"FARMERS AT WAR" originates via KLZ's mobile unit from a different farmyard in the Denver area each week. Different types of farms are visited weekly.

THE EXTENSION SERVICE of the Colorado State College of Agriculture brings county agents and prominent farm personalities together in a weekly discussion.

Purely PROGRAMS

Civilian Defense

COMPLETE COURSE in civilian defense training was started Sept. 16 on WGL, Fort Wayne, the first known broadcast of its type. Fourteen quarter-hour lectures on first aid, handling of incendiary bombs, and civilian defense, *Civilian Defense Course of the Air* is tied in with 14 newspaper ads containing illustrative material used in the course by Lt. George Hood, the instructor. The ads are of convenient size to fit into notebooks. Originated by Carl Vandagrift, WOWO-WGL production manager, and sponsored by the Civilian Defense Council, program is backed by Fort Wayne's 3,000 wardens.

* * *

Game Meat

UTILIZATION of all wild game meat bagged during the coming hunting season will be urged on *Sportsmen's Spotlight*, weekly quarter-hour by Bob Becker, *Chicago Tribune* outdoor editor, on WGN, Chicago. The program sponsored by Illinois Commercial Men's Assocation, Chicago (personal accident insurance), has been planned in cooperation with the Illinois department of conservation and with fish and wildlife directors, as an aid in the Government meat rationing and conservation plan.

* * *

Job Information

QUESTIONS pertaining to employment in the vast shipyard industry in the San Francisco bay area and how an applicant goes about getting work in them are being answered during the new KYA program "Jobs for Victory", presented five times weekly. The series is sponsored by the Drydock Marine Waymen, Local 2116-763 and the Shipfitters' and Helpers' Union, Local 9. The purpose of the broadcasts is to recruit urgently needed workmen for the shipyards

* * *

Life at Sea

LIFE OF Canadian sailors at sea is dramatically featured each week in a new Canadian Broadcasting Corp. network program about the Royal Canadian Navy, *The Lifeline Holds*. Programs where possible are being recorded on Canadian naval vessels on active duty, interviews and sounds on board Canadian naval ships then being worked into the studio program. Scripts are written for the CBC by Lt. Com. William Strange.

* * *

Based on Facts

ANSWERING questions ranging through the arts, sciences, geography and current events, NBC's new quarter-hour educational series, *Fact Finders*, is presented weekly under auspices of the U of California. Hale Sparks, San Francisco commentator, is featured on the public service Pacific Coast program. Included also are his suggestions on how to supplement information given through use of the public library system.

GIRDED FOR ACTION, this trio from WAIT, Chicago (l to r) Ed Jacker, chief engineer, Linn Burton, announcer, and Larry Flavin, assistant engineer, stand ready to descend a 500-foot elevator shaft of the Ziegler, Ill., Coal Mine, 300 miles south of Chicago, where they transcribed a recent broadcast of *Chicago at Work*. The crew recorded comments of workmen and descriptions of the coal mine operation, for the broadcast sponsored by Bell & Zoller Coal Co., Chicago, distributors. The show is offered to Chicago industrial firms for sponsorship on an individual half or quarter-hour basis.

* * *

News for Kiddies

NEWSCASTS for school children are the newest innovation of the Canadian Broadcasting Corp. for its National School Broadcasts. Each Friday a special seven-minute morning news summary for boys and girls in the schools is to be broadcast by a CBC newscaster. This is the first item of a series of half-hour school broadcasts which start Oct. 9, the remainder of the period being taken over by a *Heroes of Canada* dramatized feature. This marks the first national school broadcasts in the Dominion, although regional broadcasts have been held in other school seasons.

* * *

Washington Eye-Opener!

BREAKFAST with your favorite "waker-upper," Jerry Strong, in his daily *Wake Up With Winx* show is now a regular feature of WINX, Washington. Jerry offers club membership to his regular listeners and serves a complete breakfast of bacon and eggs, toast, coffee and doughnuts to five or six members. The food is cooked and eaten right in the studio during the broadcast. Prominent Government, newspaper and defense workers participate.

* * *

On Display

SHOWCASE for the station's live talent is the *KYW Little Show*, a new series aired daily from 6:05 to 6:30 p.m. on KYW, Philadelphia. Appearing on the current series are Clarence Fuhrman, musical director, and the studio orchestra; announcer LeRoy Miller as master of ceremonies; Art Hinett, staff organist, and various vocalists and vocal groups. In addition, visiting guest stars are featured.

Symphony Stuff

ANECDOTES gathered during 21 years as a soloist with leading symphonies are used by Mark Love, commentator of the 50-minute program of recorded classical music every night on WJWC, Chicago. Guest stars such as Dr. Rudolph Ganz, conductor of the New York Philharmonic and the San Francisco Symphony, appear from time to time for interviews on the program.

* * *

Mr. and Mrs.

MORNING NEWSPAPER headlines are discussed from the point of view of an average American couple by Betty Byrd, actress, and Everett Ball, freelance announcer in New York, in a series of informal across-the-breakfast-table discussions on WMCA, New York, titled *Mr. and Mrs. Young*. Program is heard five-times weekly, in a quarter-hour morning period.

* * *

Lesson In Democracy

DESIGNED PRIMARILY FOR school children but also of interest to the adult, *Lest We Forget—America Determines Her Destiny* is aired on WHN, New York, under the auspices of the Institute of Oral and Visual Education in cooperation with Boston University Radio Institute. The weekly series presents dramatizations in illustration of American democracy.

* * *

Model Planes

SAILORS read letters to their families on *Bluejackets Calling*, five-weekly quarter-hour program on WAIT, Chicago, sponsored by model airplane manufacturer, Joe Ott, and naval recruiting officials, Chief Botswain's Mate John L. Sullivan and Lt. Com. David Goldenson. Participating sailors receive model airplanes to send to young friends.

* * *

Daily Problems

LEO CHERNE, director of the Research Institute of America, has started a weekly Sunday series of talks of home front problems resulting from wartime economy on Mutual, 10:15-10:30 p.m. Titled *Impact*, the programs show how taxes, production, the battle against inflation and other topics of national import affect daily lives.

* * *

Navy Recruiting

OATH of allegiance is administered daily to more than a score of Cincinnati Navy enlistees during a new program of WCKY, Cincinnati, *Navy Time*. Prominent naval figures appear on the program to administer the oath and participate in short interviews.

* * *

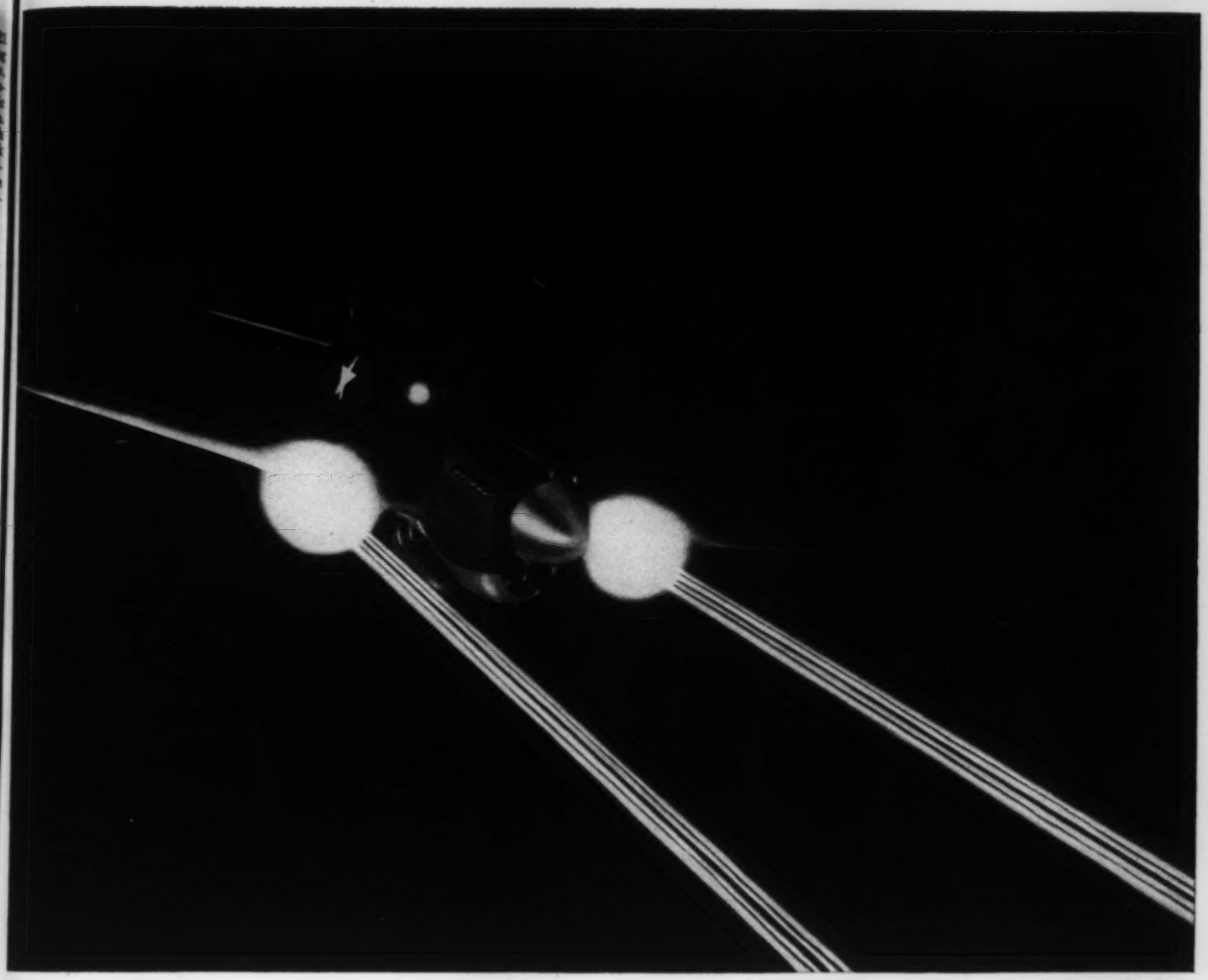
Food Rationing

SERIES OF programs designed to keep America fit under any food rationing conditions is being conducted on WMCA New York 10:30-11 a.m. Mondays. Carleton Fredericks, nutrition expert, has charge of the programs, first of which was called *Eating Should Be Fun*.

* * *

Spanish Revue

DIRECTED at New York's Spanish - American community, *Pan-American Revue* on WBNX, New York, presents weekly talks on the war activities of Spanish-Americans by consular officials and Spanish-speaking citizens.



He's firing telephone wire at a Zero!

THIS fighter plane, with its six wing guns spitting fire, uses up enough copper every minute to make several miles of telephone line.

That's the right use for copper now — and it's the reason why we can't continue to expand our facilities to take care of the expanding Long Distance telephone traffic.

Right now, our lines are flooded with Long Distance calls. Most of them have to do with the war — they must have the right of way.

Will you help us keep the wires clear for war calls — industrial calls that send a plane down the assembly line — military calls that send it into the air against the enemy?

You can do it by keeping your own calls as few and as brief as possible. And you'll be bringing Victory that much nearer.

Bell Telephone System

IN THIS UNIQUE

PROOF

Proved by independent engineering checks and confirmed by audience studies is the fact that the Binghamton area is shut off from effective coverage by any "outside" station.

A leading firm of consulting engineers reports it as—"one of the largest cities and metropolitan areas dependent entirely for reliable radio service upon a *single* radio station."

WESTINGHOUSE

XUM

. 164,000 Listeners

DEPEND ON ONE RADIO STATION

WNBF

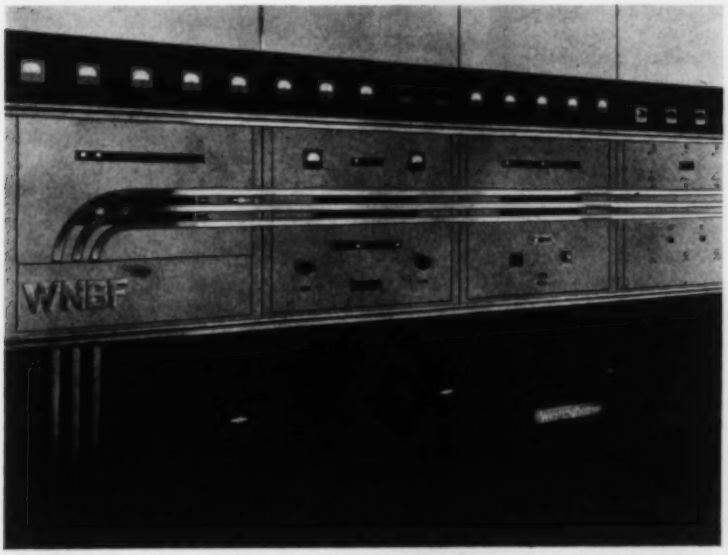
In the rich New York State area of the Triple Cities... Binghamton, Johnson City and Endicott... live some 164,000 radio listeners.

Check after check has shown that "outside" station reception is seriously limited by interference and fading. Engineers term the area a radio "island." Result!—for dependable radio coverage the bulk of its listeners consistently turn to their own radio station—Binghamton's WNBF.

Through fifteen years of operation, WNBF has met this responsibility and consistently built up confidence by providing outstanding news coverage, entertainment, and all-around radio service.

Today WNBF is operating on its new power of 5,000 watts. With the installation of completely new transmitting equipment, it is in a position to bring even finer radio reception to a total audience exceeding one million listeners.

Another Important Assignment for the WESTINGHOUSE 5 HV TRANSMITTER



To assure high fidelity transmission, new operating economy and convenience, with extra protection against program interruptions—WNBF chose the Westinghouse 5 HV Transmitter.

This set offers in the 5,000-watt field the advanced design and operating improvements made famous by the Westinghouse 10 HV and 50 HG Transmitters in the higher power ranges. For example: air-cooled tubes in all stages, conservative operation of all tubes, complete fuseless overload protection, simplified circuit adjustments, fully automatic control.

Keep an eye on the stations now equipped with Westinghouse Transmitters. You'll find them outstandingly successful in meeting the exacting responsibilities of wartime operation.

J-08047

Westinghouse

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Memo to Jimmy

EVEN NOW, Jimmy Petrillo, it isn't too late to make amends. You haven't been heard from much lately, but your onerous bans stick. Maybe you're waiting for some folks to negotiate, but after all you called the shots and it's your next move.

We're sure you're familiar with the testimony before Senator Clark's subcommittee—the testimony of Elmer Davis, of OWI; Chairman Fly of the FCC and Thurman Arnold, the assistant attorney general who's going to meet you in court on or about Oct. 12. Even your own general counsel, Joseph A. Padway, showed up but he didn't have much of a case. That's the reason the Senate broke all existing records in approving Senator Clark's courageous resolution last week. Now there's going to be a real investigation. You'll get a chance to appear too, by subpoena or otherwise.

Elmer Davis, you'll recall, wrote you last July on behalf of all the Government agencies identified with the war effort. He asked you to call off the transcription-record ban so that our boys, wherever they are, can have music they enjoy. Certainly, in these terrible days, that's not much to ask. We know you said you wouldn't do anything to deprive those identified with the war of music.

But what's the practical effect? There has been no recording since Aug. 1. There's no new recorded music for *anybody*, and that goes for the boys in Australia and their buddies at Camp Dix or in Alaska.

You know, moreover, that Mr. Davis said the national morale is threatened by your ban. You've heard from the Army, too—direct. Mr. Fly said a couple of hundred stations—the little fellows who couldn't hire musicians anyway—will go by the boards if your ban persists. We've heard that you and some of your men have said the little stations shouldn't exist anyway; that the public should listen to "live" music from the big stations—music performed only by those who are AFM ticket-holders. Jimmy, that isn't democratic, and you're living in a democracy—the world's greatest, you know.

You know the merits of this whole mess, and by dint of your own own folly and the excellent work of Senator Clark and his Committee, just about 130,000,000 people know them. We think the whole labor movement is headed for clarifying legislation as a result of the attention focused on the problem by your hell-bent-for-election antics of the last couple of years. Speaking of elections, we imagine that your own parent organization, the AF of L, will have one pretty soon.

Trust-Buster Arnold had a few things to tell the Clark subcommittee, too. He's hot on that "made work" issue, and ranks you as one of the worst offenders. The public couldn't understand it in that hod-carriers case or the truck-drivers case which went to the Supreme Court. But they certainly understand it when they can't get their music, or when you throw off the Interlochen high school orchestra after 12 years on NBC. You've just misjudged public sentiment, Jimmy.

Of course, we wouldn't expect you to agree with Mr. Arnold, one of your old adversaries. But we think he's really got something when he says you're attempting to "destroy independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as the manufacturers of phonograph records and electrical transcriptions because they have adopted new inventions for the rendition of music."

We started out, Jimmy, by saying it isn't too late to make amends. How can you turn a deaf ear to these men identified with the welfare of our country in this worst of all wars? You can call off this thing until Congress enacts new legislation or until the courts finally decide the issue. You'll be off the spot then.

Right now even you must have a terrible time sleeping, with the words of Clark, Davis, Fly, Arnold and the military services ringing in your ears.

Manpower Enigma

ACROSS OUR desk here in Washington come the trends and tides of radio. Hollywood and its colossals, New York's super-supers, Chicago's serials and spots, and the vagaries of operation in Keokuk, all converge here.

Every day's mail, telephone calls and conferences all emphasize the sizeable task of keeping up with bond drives, wherein the station for the first time tries to become a salesman to the public. Then there are the scrap campaigns, service enlistments, "E" awards, the job of paying the heavily increased freight with a greater turnover in accounts, getting the most out of every tube and condenser, and betimes, answering questionnaires.

But all that could be handled if Mr. Mike Roe Volt (our average broadcaster) had the manpower. He is assured that radio is an essential service. The War Manpower Commission told him so weeks ago. Elmer Davis told a Senate Subcommittee the other day of the importance of radio for the conveyance of war information, in bucking Petrillo's transcription-record ban. He said the Government would see to it at all costs that stations keep operating. So said Mr. Fly too, and he's chairman both of the FCC and the Board of War Communications.

There's no doubt about it, something is going to be done. But when? Every day the smaller stations lose men—technicians, writers, announcers, salesmen. So do the larger outlets and the networks. More and more of the better men of the smaller stations are leaving for the more affluent outlets. And you certainly can't criticize the employe for bettering himself or making the bigger time.

Selective Service and manpower officials are working on definitions and patterns to fit the 34 essential industries specified by WMC last July. Radio, as part of communications, is in the essential class. When the new regulations are issued, it is assumed they will specify the minimum number of "key" men in each station operation. There presumably will be provision for the executive manager, chief engineer, commercial manager, chief announcer, and then a minimum quota of people in each department, depending upon the size of the operation. When the directive issues, Selective Service will instruct local draft boards to exempt such vital persons in essential operations. The start already has been made in mining, agriculture, and to some extent in war manufacturing plants.

Meanwhile the inroads on station personnel, particularly in the outlying areas, have reached or exceeded the critical point. A station can get along with one less announcer or writer or salesman for awhile. But it can't stay on the air without technicians, or do a satisfactory job without adequate relief all down the line. Moreover, the demands are considerably greater in abnormal times.

It's not so much the draft itself that is drawing personnel away, but the expectancy of being drafted. Many station people who would be happy to remain at their posts have been lured away because they have been led to believe they would thus be deferred or exempted from the draft. Quite a few, according to our information, have gone to the Government in civil capacities under the mistaken impression that they thus would be draft exempt. The Government does not and cannot, under existing procedures, guarantee exemption. It might, in isolated cases, get deferments, but that's all. So can a station for any key employe for that matter, when appropriate steps are taken.

The same set of facts holds for radio performers. How foolish to give Edgar Bergen or Jack Benny a gun, and take them off the air? Their value as morale builders, their ready audiences who hold them in such esteem, would be destroyed overnight.

We are genuinely aware of the difficulties confronting our manpower officials. We know that the war Government won't wittingly let even a single station go off the air because it doesn't have the operating hands. But our soundings show that many stations are scratching the bucket's bottom now. That directive, or whatever it is that will issue from the manpower people, can't come too soon.

We Pay Our Respects To —

MIRIAM LOUISE DICKEY

BACK IN 1939, Capt. Austin E. Lathrop, septuagenarian industrialist and pioneer of Alaska, dedicated the territory's newest and biggest station—KFAR, Fairbanks—with the comment that he felt "privileged to bring this voice to my people". He said he would never take a nickel in profits out of the operation. He hasn't.

That autumn day just three years ago was the big moment for a young lady who had been the inspiration for the station and who had "sold" the captain on it. Miriam Dickey, executive secretary to "Cap" Lathrop, became secretary-treasurer of the Midnight Sun Broadcasting Co. and saw the outlet—northernmost in the territory—exceed even her fondest hopes as a public service.

The other day KFAR increased its power from 1,000 to 5,000 watts fulltime on 610 kc. It wasn't a power boost dictated by commercial requirements. It was urged by the United States Government. For nowhere on this Continent is radio service more urgently needed. American troops are mobilized in that strategic territory. The station was declared by the Army vital to civilian and Army morale, as have the three others on the territory. Its signal had to be increased for more effective use as a homing beam for civilian and Army pilots, and for vital morale purposes.

"From the business standpoint," said Miss Dickey on a recent visit to the States to work out plans for the new five-fold power increase, "this is hardly the time for expansion. But this station wasn't started with the idea of making money and Capt. Lathrop has never changed his policy."

Operation of a station in Alaska —particularly on up-to-snuff standards—isn't an easy task. It isn't profitable. Miss Dickey doesn't run the station, though she does have certain executive functions just as she serves as an official of Capt. Lathrop's Fairbanks newspaper, his theatres in the territory, his extensive mining operations, his banking interests, his department store and his real estate holdings.

KFAR is the child of "Cap Lathrop's vision and generosity", she said. Credit for its successful direction, against extraordinary odds, goes to Wilson K. (Bud) Foster, and his staff and to Stanton D. Bennett, chief engineer responsible for the installation of all the equipment plus specially constructed rhombic antennas for shortwave pickups. Both NBC and CBS sustainings have been thus picked up by special permission since the station began operation. A regular affiliation with NBC now is under negotiation.

As soon as the Army indicated the need for the power increase, Miss Dickey was dispatched to the States by Capt. Lathrop several months ago. WPB and FCC freeze orders on equipment were swept aside. In record time everything was cleared and at a special meeting last April the FCC removed all obstacles to expansion. A 10,000-watt RCA transmitter was purchased and rushed to Fairbanks. Though the station will operate with 5,000 watts for the present, its power can be doubled if conditions warrant.

Miriam Dickey's migration to Alaska was fortuitous. But her appreciation of radio was anything but happenstance. One of her first jobs, while attending college in 1926-27, was as a part-time employe at the old KFQW, Seattle, where she handled fan mail, did secretarial work and filled in as an announcer. She was smitten by radio, but her interest was not in the performing end.

Miriam Dickey was born in Kalispell, Mont., March 22, 1905. An only child, her father was State horticulturist of Montana. After primary and high school in Kalispell, she was graduated at the U of Washington, with a B.S. in journalism. She handled publicity for the college in her senior year, but had worked her way through school in secretarial work, during which she collided with radio.

Journeying to Chicago after graduation, she became associate editor of *Chicago Life*, a civic publication designed to drum up tourist appeal. She had the idea of starting a similar publication in Seattle, and returned in 1931 for that purpose. But she never got the opportunity. Capt. Lathrop was in town looking for a secretary. She was recommended by Adolph Schmidt, manager of the New Washington Hotel, whom she had tried to interest in the magazine. In May, 1931, she was in Fairbanks in what was to have been a temporary job. She's been there since, except for annual trips to the States for the Lathrop companies, and for KFAR.

Almost from the start of her Alaskan career, Miss Dickey began talking radio to Capt. Lathrop. After several trips to the States, plans finally were made. Capt. Lathrop is president of Midnight Sun Broadcasting Corp.; Miss Dickey secretary-treasurer. The station is housed in the $600,000 Daily News-Miner Bldg., one of Fairbanks showplaces. Capt. Lathrop bought the newspaper in 1929.

Eight months of the year Miss Dickey is in Alaska. The other four she makes her all-purpose trip to the States. Aside from KFAR affairs, she buys films for two Lathrop theatres in Fairbanks, one in Anchorage, 300 miles distant, and one in Cordova, 600 miles away. She also handles matters pertaining to the newspaper and the Healy River Coal Corp., largest in Alaska, as well as other Lathrop enterprises affairs.

The fact that Miss Dickey collects Alaskan art isn't surprising. Nor is her affinity for and aptitude at poker. She regards music as her hobby. Miss Dickey organized the Soroptimist Club of Fairbanks, and was its president for two years. She is a member of the American Assn. of University Women and Sigma Kappa, Mu chapter. Of course she ice skates. As for Alaska, she says anyone who lives there a year never leaves.

Personal NOTES

FRANK R. McDONNELL, formerly of CBS, New York, has been named director of national sales for KSFO, San Francisco. He was Eastern sales representative for WBBM, Chicago and prior to that was with Radio Sales, WHN, New York, and the Jean Gromback Productions.

ROBERT G. PATT, sales promotion manager of WHN, New York, on Oct. 5 goes in training as an ensign in the Naval Reserve Midshipman School at Notre Dame U, South Bend, Ind. No successor has been named at the station to replace Mr. Patt, who is on leave of absence as of Sept. 28.

EUGENE THOMAS, general sales director of WOR, New York, on Monday, Sept. 21, addressed a luncheon meeting of Advertising Men's Post, No. 209, of the American Legion, at the Hotel Lexington, New York.

ED FURMAN, formerly commercial manager of WMFF, Plattsburg, N. Y., and Cy Howard, formerly salesman of KTRH, Houston, have joined the sales staff of WBBM, Chicago.

PVT. ROBERT S. MAUER, formerly in the radio department of Henry J. Kaufman Adv. Agency, has passed his examination for the Aviation Cadets.

PHILIP G. LASKY, general manager of KROW, Oakland, has been appointed radio chairman of the Oakland Chapter of the American Red Cross.

KEITH KERBY, assistant manager of KROW, Oakland, Cal., recently enlisted in the Army.

JERRY AKERS, formerly account executive of KJBS, San Francisco, has been appointed general manager of KSAN, San Francisco.

H. MALCOLM STUART, previously with United Advertising Co., Chicago; J. Stirling Getchell, Chicago, and Campbell-Ewald, Detroit, has joined the sales staff of WOR New York.

CLARENCE TALBOT, night operations manager of KOIN, Portland, Ore., has resigned to enter the Navy as a chief petty officer.

LELAND B. NELSON is now in charge of local sales for WGBR, Greensboro, N. C.

ERNEST W. CRAVEN, formerly advertising manager of Miller-Jones Co., Columbus, O., has joined the local sales department of WIRE, Indianapolis.

SEYMOUR ROBBIE, formerly assistant manager of the CBS shortwave production office, has taken over the duties of Clarence Schimmel, manager, who starts Naval training Oct. 5.

PATRICIA WEISS, daughter of Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and Ensign Albert M. Hart, are to be married Oct. 3 in Westwood Village, Cal.

FRANK HINES, new to radio, has joined KMPC, Beverly Hills, Cal., as account executive.

FRAN ABRAHAM, formerly in the advertising department of Jantzen Milling Co., Portland, Ore., has joined Homer Griffith Co., Hollywood, station representative, as traffic manager.

EUGENE W. LEE, co-owner of KFXM, San Bernardino, Cal., has been commissioned a lieutenant in the Army Air Forces and is currently stationed at Miami Beach, Fla. Following completion of training at that base, he will be assigned public relations officer at the Victorville (Cal.) Air Force Training Center. His enlistment interrupts 13 years of active participation in production and management of KFXM.

JACK WHITNEY, former manager of KOME, Tulsa, is now with KFDM, Beaumont, Tex.

E. SCREVEN BOND and Harry Herzog, both new to radio, have joined the sales staff of WPDQ, Jacksonville.

WILLIAM B. RYAN, general manager of KGO, San Francisco; Gil Paltridge, promotion and publicity manager; Gene Grant, BLUE spot sales manager and George Fuerst, BLUE spot salesman will represent the station at the annual convention of the California Retail Grocers Association at Hotel Del Monte, Cal., September 28 and 31.

BEHIND the MIKE

DOUG MONTELL, public relations director of Tide-Water Associated Oil Co., Associated Division, San Francisco, and sportscaster, has resigned from the oil firm to accept a commission as captain in the Marine Corps.

SYDNEY MOSELEY, news analyst of WMCA, New York, previously heard four nights a week at 10:45 p.m., now broadcasts Monday through Friday, 6:30-6:45 p.m.

ALFRED SIMON, formerly of World Broadcasting System, will join WQXR, New York, to handle light music programs.

HARLAND EUGENE READ, formerly of the editorial staff of the War Savings Staff in Washington and prior to that news analyst and editor of BBC, Transradio and KMOX, St. Louis, and editorial writer of the *St. Louis Post-Dispatch*, has joined the news staff of WBBM, Chicgo.

BOB AKERLY, newscaster, of KOMO-KJR, Seattle, and previous to that with KGO, San Francisco, has joined the Navy.

JACK IRVING, announcer-writer, formerly of KQW, San Jose, Cal., has joined KJBS, San Francisco.

OTIS T. WINGO, Washington correspondent for WMCA, New York, has started a 15-minute weekly program *Wingo On Washington*.

GEORGE FENNEMAN, announcer-newscaster, has joined KSFO, San Francisco.

MARVIN GRAHAM, newscaster, has joined KGO, San Francisco.

BILL JENKINS, chief announcer of WINX, Washington, recently married Mary Jane Kline, of WJEJ, Hagerstown, Md.

ANN STERLING, director of women's programs of KOMO-KJR, Spokane, was recently appointed State chairman of the association of directors of women's programs.

THOMPSON MAGOWAN, announcer, formerly of KOH, Reno, and KYOS, Merced, Cal., has joined KJBS, San Francisco.

RUTH FRANKLIN, formerly of KLS, Oakland; KJBS, San Francisco, and Photo and Sound, San Francisco, has joined the production department of KSAN, San Francisco.

AL BRAMSTEDT, announcer, formerly of KFAR, Fairbanks, Alaska, and KXRO, Aberdeen, Wash., has joined KSFO San Francisco.

JOHN GALBRAITH, announcer of KGO, San Francisco, and the BLUE Network, was inducted into the Army Sept. 22.

HAL BURNETT, formerly managing editor in the New York offices of *Advertising Age*, has been transferred to Washington, where he now serves as Washington editor. He replaces A. P. Mills, now in the Navy. John B. Miller has been promoted from desk editor to managing editor in the magazine's Chicago offices.

BOB MULLEN, freelance radio writer, hs joined the continuity staff of KSFO, San Francisco.

DAVE PAGE, chief announcer and publicity director of KWNO, Winona, Minn., has joined the Army Air Forces.

GENE LIEPMAN, who recently received a medical discharge from the Navy, has joined the news staff of KXOK, St. Louis.

HEDGE-HOPPING technique of Douglas A-20-B Boston plane was described by Jimmy Vandiveer, special events director of KFI-KECA, Los Angeles, from bombadier's compartment, during a recent half-hour special events broadcast. Engineering arrangements included pickups on the field, in the air and from the studio.

WILLIAM LAWRENCE MEZGER, program director of WSAM, Saginaw, Mich., has joined WEEI, Boston, replacing Jay Wesley, who is with the Office of War Information, New York.

BILL EVANS, formerly announcer of WTMJ, Milwaukee, has joined WJJD, Chicago.

JACK POTTER, day captain of the NBC-Chicago guide staff, and Jack Feierabend, NBC guide, have joined the Army, the latter in a special training course conducted by the Army Signal Corps at Louisville, Ky. Lionel J. Mlin was appointed day captain succeeding Jack Potter and Bruce Starr and George Klett have been added to the guide staff.

LEE SWEETLAND, staff singer of NBC, Hollywood, is the father of a boy.

ROBERT SWAN, formerly program director-announcer of KFAC, Los Angeles, has joined KFI-KECA, that city, in the latter capacity.

LEN FINGER, formerly program director of KFDM, Beaumont, Tex., has joined the script division of BLUE. Finger wrote the script for the BLUE broadcast launching the motion picture industry's war bond drive some time ago.

CLIFF NAZARRO, Hollywood double-talk comedian, has been signed for a spot on the weekly CBS program, *Mischa the Magnificent*.

FRANK RUETZ, announcer of WELI, New Haven, will be ordained a Deacon in the Episcopal Church. John Lucas is substituting as announcer.

SGT. ROBERT W. YOUMANS, Marines, former announcer of WFBC, Greenville, S. C., is the father of a girl.

"BY JEEPS! THESE BOUNDING BUGGIES COVER GROUND DURN NEAR AS GOOD AS WDAY COVERS THE WHOLE RICH RED RIVER VALLEY!"

WDAY

FARGO, N D —5000 WATTS—N. B. C. & BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

WHAT'S WHAT IN Boston

2.

WCOP has proven to be the most convenient and economical testing station in the East.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

What about WOL?

...It serves the Nations Capitol and families with average income of $5679

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

AL WYANT has resigned from the ntinuity dept. of WFMJ, Youngsn, O., to become production manger of WHEB, Portsmouth, N. H.

HARLES S. BUCK, announcer of KDYL, Salt Lake City, is the father a boy.

ECIL WOODLAND, formerly conuity director of WTRY, Troy, has ined WSNY, Schenectady.

OCK REED, newscaster of WIRE, dianapolis, was inducted into the my Sept. 26 as a volunteer officer ndidate.

ILL DEAN, formerly of WDAY, Fargo, has joined WIRE, Indianapolis, publicity director and announcer.

LIZABETH WAYNE, former Far Eastern correspondent for MBS and ife of John Raleigh, WCCO, Minneapolis, news analyst, now conducts a five-minute, five-weekly-program of *News for Women* over WCCO.

LYLE LITTLE, announcer of WJDX, Jackson, Miss., has been promoted to traffic manager of the station.

PAT HALVERSON, newscaster of WJDX, Jackson, Miss., was recently married to Wilma Killingsworth, Port Gibson, Miss.

BOB NELSON has been named head of the continuity and publicity departments of WGBR, Goldsboro, N. C., replacing Arthur Madeley, who is now assistant to Ted Burwell, program director. Verna Lowell is now secretary to the general manager.

KEN RAPIEFF, sports announcer of WICC, Bridgeport, recently became the father of a daughter.

ALMA DETTINGER, WQXR, N. Y., is convalescing at the Stamford (Conn.) Hospital following an appendectomy.

DON O'BRIEN, sportscaster of WNAX, Yankton, S. D., who has done major league baseball for the Iowa Broadcasting Co., was commissioned ensign in the Naval Reserve and will report Oct. 5 at Princeton, N. J.

TONY BARRETT, formerly at WNOX, Knoxville, and WSIX, Nashville, and other southern stations, is program director and sportscaster of WRBL, Columbus, Ga.

HAROLD GRAMS and Frank Eschen are covering 1942 football games for KSD, St. Louis.

GORDON THOMAS, announcer of WTMJ, Milwaukee, became the father of a girl.

CHARLES THOMAS WADE, former newspaperman, promotion manager and radio continuity writer, who has been with WOPI, Bristol, Tenn.; KMLB, Monroe, La.; WMPS, Memphis, Tenn.; and WCPO Cincinnati, has joined the announcing staff of WCKY, Cincinnati.

HAL THOMPSON, formerly news and sports announcer of WFAA, Dallas, is in Officers Candidate School, Miami, and has been commissioned lieutenant in the Army Air Forces.

MILDRED BRENNAN, formerly publicity and script writer of Plumbing & Heating Industries Bureau, Chicago, on Oct. 1 will join the news and continuity staff of KFGB, Great Falls, Mont.

JACK McCORMICK and Jim Conway, announcers of WBBM, Chicago, have started aviation training. McCormick as a lieutenant in the Marine Corps, Jacksonville, Fla., and Conway as an Ensign at Northwestern U.

JOHN HODIAK, radio actor of NBC-Chicago, has signed a motion picture contract with MGM and will go to Hollywood Oct. 1.

TOM MOORHEAD, of the special events department of WFIL, Philadelphia, and assistant publicity director, has enlisted in the Coast Guard Reserve Volunteer Regiment.

KMA is "edited" for FARMERS—not penthouse gardeners!

● **KMA farmers are fighting the greatest production war in history. With a corn yield of 56 bushels per acre, the 1942 KMA farm output "will reach a level that has probably never before been equaled in a single season on any comparable area of land".**

Those are the words of Leslie M. Carl, State Agricultural Statistician, who also said that there will be a record production of soy beans (for oil), oats, hay, etc. in the KMA area.

What does this mean to you as an advertiser? Simply that 1942 KMA farm income will break records, too. In 1941 the 1,939,062 farm and small-town people spent $544,000,000 for food, clothing, furniture, toothpaste, shaving cream, and all the other kinds of items most people buy.

It's a big market—a responsive market —as KMA advertisers know. Get all the dope now. *Send for your copy of our latest market data brochure.*

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

NEWS IS VITAL!

SOUTH TEXAS wants NEWS and more NEWS!

They Get Their News from

KTSA

CBS AFFILIATE 550KC. LONE STAR CHAIN

92 NEWS PROGRAMS PER WEEK

★48 Locally Originated!
44 From CBS Network!

42% more NEWS

Than Our Nearest Competitive Station!

★

☆43 Commercial!

Represented By
JOHN BLAIR & CO.

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.

WILLIAM J. LALLY, formerly announcer of WHYN, Holyoke, Mass., now a private, has been transferred from the public relations department of the air forces at Keesler Field, Miss., to the first motion picture unit of the Army air forces at Los Angeles. He will be commentator for movie "shorts" and will do some script writing.

MARGARET JACOBSON, of the traffic department of KSL, Salt Lake City, was married to David Emerton Williams.

GENE HALLIDAY, staff organist of KSL, Salt Lake City, and Harry Clarke, KSL baritone, have joined the Marines.

MEL FERRER, formerly with Hollywood Playhouse, has joined KFRO, Longview, Tex., as announcer. DeWitt Jones, announcer of KFRO, has accepted work as librarian in the Army base at Charleston, S. C.

MARJORIE McCLURE, formerly children's program producer of WAGE, Syracuse, will write continuity for WTRY, Troy.

BOB WHITE, continuity writer of WBBM, Chicago, recently became the father of a baby girl.

JOHNNIE NEBLETT, Chicago freelance announcer, has been appointed official m.c. of the St. Louis National Horse Show for the third consecutive year.

RHEA DIAMOND, former assistant to Jack Banner, publicity director of WNEW, New York, is returning to the radio field after a brief absence to act as a freelance press agent. She is representing Kathryn Cravens, conductor of *News Through A Woman's Eyes*, sponsored on WNEW by Francis Rogers & Sons, New York department store.

SGT. GENE AUTRY, star of the weekly CBS program by that title, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), has been transferred from Army Air Forces Training Center at Santa Ana, Cal., to Luke Field, Phoenix, for additional flying training. With balance of cast travelling from Hollywood to Phoenix for each broadcast, series will originate from the latter city until further notice, according to Army officials.

MRS. ELIZABETH K. SHELDON, wife of Wally Sheldon, former announcer of WCAU, Philadelphia, who joined the Army Air Corps last month, has joined the news staff of WCAU.

ROY NEAL, announcer of WIBG, Glenside, Pa., is to become a member of the armed forces next month.

HELEN J. SIOUSSAT, head of the radio talks department of CBS, has completed a book to be published next January by L. B. Fischer, New York, under the title *Mikes Don't Bite*, an inside story of the Radio industry.

AIME GAUVIN, free lance announcer-artist, has joined WSRR, Stamford, Conn.

BOB JOHNSON, former educator and lecturer, has joined KLX, Oakland, Cal., as commentator.

ROBERT FASSON, former British newspaperman and world traveler, joined the news commentator staff of KPO, San Francisco.

JOHN THOMPSON, foreign editor of the *San Francisco News* and Archibald MacPhail, former New York and Honolulu newspaperman and at one time owner of the *Carmel Pine Cone*, have been added to the staff of KYA, San Francisco, as news commentators.

WILLIAM ERNEST SPARGROVE, formerly BLUE announcer, and previously with NBC, graduated from the Officer Candidate School of the Eastern Signal Corps School, Fort Monmouth, N. J., with the rank of second lieutenant.

STERLING V. COUCH, education director of WDRC, Hartford, is on the Fire Prevention Week Committee of the Hartford Chamber of Commerce.

ROBERT HOBGOOD, formerly production manager of KFDM, Beaumont, Tex., is program director of WCMI, Ashland, Ky.

NEIL NORMAN handles play-by-play accounts of football games this fall for WIL, St. Louis.

HARVEY OLSON is chief announcer of WDRC, Hartford, succeeding Ray Barrett, who enters the Army as Volunteer Officer Candidate.

BARBARA SMITH, formerly with WABY, Albany, WGY, Schenectady, and WFIL Philadelphia has been named chief continuity writer of WSBA, York, Pa.

JOE STARR, former newscaster and chief announcer of KHUB, Watsonville, Cal., is now replacing Al Nuno as program director. Bill Murphy, announcer of KHUB, expects to be called to active duty in the Navy shortly.

BILL EVANS, formerly announcer of WTMJ, Milwaukee, and WEBC, Duluth, has joined WJJD Chicago. Evans takes one night a week away from the mike to commute to Milwaukee where he is an instructor in speech at Wisconsin U.

WALTER HOLMES, senior announcer of WBNX, New York, has been elected to the board of directors of the Bronx Chamber of Commerce, and is the youngest member of the organization. Holmes, 36, was formerly president of the Bronx Junior Chamber of Commerce.

ART RAYMOND, former tobacco salesman, has joined the announcing staff of WPAT, Paterson, N. J.

JOHN VANDERCOOK, NBC news commentator, on Sept. 27 started a new series of weekly commentaries on the BLUE, Sundays, 3-3:15 p.m.

BOB SHAW resigned from the NBC press department Oct. 1 and is currently doing freelance scripting. Present assignment is *Front Page Farrell*, which started on NBC several weeks ago for Kolynos Co., New Haven, Conn. for Kolynos toothpaste.

WALTER KANER, for two years publicity director of WWRL, New York, last week joined WLIB, New York, to assume the newly-created position of director of publicity and special features, according to Elias J. Godofsky, general manager of the five-month old station.

JAMES ROSELEIGH, 20-year-old son of the late Jack Roseleigh, veteran NBC actor, has joined the NBC page staff.

ANNE ALICIA JONES is first woman announcer of WWNY, Watertown. She was formerly with KOA, Denver.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

BOB GENTRY, program director of KOMO-KJR, Seattle, is taking the CAA course at Pullman, Wash. John Pearson succeeds as program director, with Fred Patterson, former announcer, as assistant.

JOHN ORNER and Bob Miller, graduates of the Beck School for Radio, Minneapolis, are now announcers of KGIR, Butte, Mont., and WKBZ, Muskegon, Mich. respectively.

JIM BENNETT, assistant news editor of KOA, Denver, has joined the Navy as radioman, second class. Bill Day, news editor, has been called to active duty in the Army Air Forces. Rex Brown, formerly of the *Denver Post*, succeeds Mr. Day as news editor, and Tom Mechling becomes assistant news editor.

NOEL SCHRAM, announcer for KOMO-KJR, Seattle, is now producer for the stations, replacing Bill Gavin, who has accepted a similar position with KPO-KGO, San Francisco.

GEORGE VOUTSAS, former NBC producer in Chicago, is in the Army, stationed at Camp Grant, Ill.

FRANCES CASEMENT has joined KMOX, St. Louis, as director of the *Women's Hour*.

WALTER PETERSON, formerly with WJWC, Chicago, has joined the announcing staff of KWK, St. Louis.

HUBERT MITCHELL, of Memphis, Tenn., and Lynn Cook, of KOB, Albuquerque have joined the announcing staff of KARK, Little Rock, Ark.

BILL KELLY, promotion dept. of WCAE, Pittsburgh, has joined the Army, reporting to Camp Meade, Md.

BILL WINSETT, special events announcer is in charge of the WTJS record department effective Oct. 1.

DAVE WORLEY, formerly with KFYO, Lubbock, Tex., and KOB, Albuquerque, has joined the announcing and sales staffs of KWFT, Wichita Falls, Tex.

BILL DEMEY, known as Bill Marlowe, formerly of WCSC, Charleston, S. C., has joined WKST, New Castle, Pa., where he will conduct a musical clock program.

ANN CHEPEL, announcer of WEBC, Duluth, has resigned to join the faculty of West Arlington, S. D., high school. Clark Haydn, freelancer, and Lloyd Chapman, new to radio, are new announcers on WEBC.

PEEL STEVEN, announcer of CFCF, Montreal, has joined the RCAF.

JOHN GRAVELLE, librarian of WFAA, Dallas, leaves Oct. 1 for Marine Officer Candidate School.

BEN PEARSON, formerly continuity writer of CBS, Hollywood, has joined J. Walter Thompson Co., that city, as assistant to George Welles, writer on the weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros.

TOM MORRISON, formerly of the CBS messenger staff, will replace Bill Curtis in the CBS newsroom. Curtis has enlisted in the Merchant Marine.

BOB KESTEN, of Toronto, has been appointed program director at CKWS, Kingston, Ont. He was formerly with Ardiel Adv. Agency, Toronto.

VAL BROWN, formerly announcer of KIEV, Glendale; KFEL, Denver; and WLAV, Grand Rapids, Mich., has joined the announcing staff of KIIJ, Los Angeles.

ALICE PENTLARGE, commentator, who has conducted women's programs on WQXR, New York, is substituting for Alma Dettinger, on *Other People's Business*, while the latter recovers from an attack of appendicitis.

JACK LITTLE, announcer of KMPC, Beverly Hills, Cal., has been inducted into the Army.

JOHN HENRY, formerly program manager of KLO, Ogden, Utah, has joined KFI-KECA, Los Angeles, as announcer.

Bad Plug

IRONY played its part on a KLZ, Denver, newscast, when nation-wide gas rationing news was released. First airing of the bulletin occurred on a news period sponsored by Split-Second gasoline.

ARNOLD ROBERTS, formerly of KGFJ, Los Angeles, has joined KFAC, that city, as announcer.

J. C. LEWIS, Jr., producer of Mutual-Don Lee network, Hollywood, has joined the Army.

SAM HAYES, Hollywood newscaster, has been signed as background announcer for radio station sequences in the Samuel Goldwyn film, "They Got Me Covered."

GILBERT MEFFAN, in the transcription department of CBS, Hollywood, resigned to undergo a training period under the American Red Cross. He will be field public relations director for the military and naval bureau of that organization.

BOB WAGNER, news editor of KHJ, Hollywood, will join Army.

HENRY HICKMAN, assistant program director of WFBR, Baltimore, is the father of a baby girl.

JOE BRENNAN, announcer of KXOK, St. Louis, married Dorothy Wiedemeyer recently.

SGT. ROLAND J. SCHUMACHER, head of the Traffic Education Division of the St. Louis police, who has been conducting *So It Can't Happen to You*, feature of KXOK, St. Louis, has been awarded a $600 scholarship at Northwestern U for his safety education work in St. Louis.

BOB NEAL, announcer of KFDM, is now program director of WCMI, Ashland, Ky.

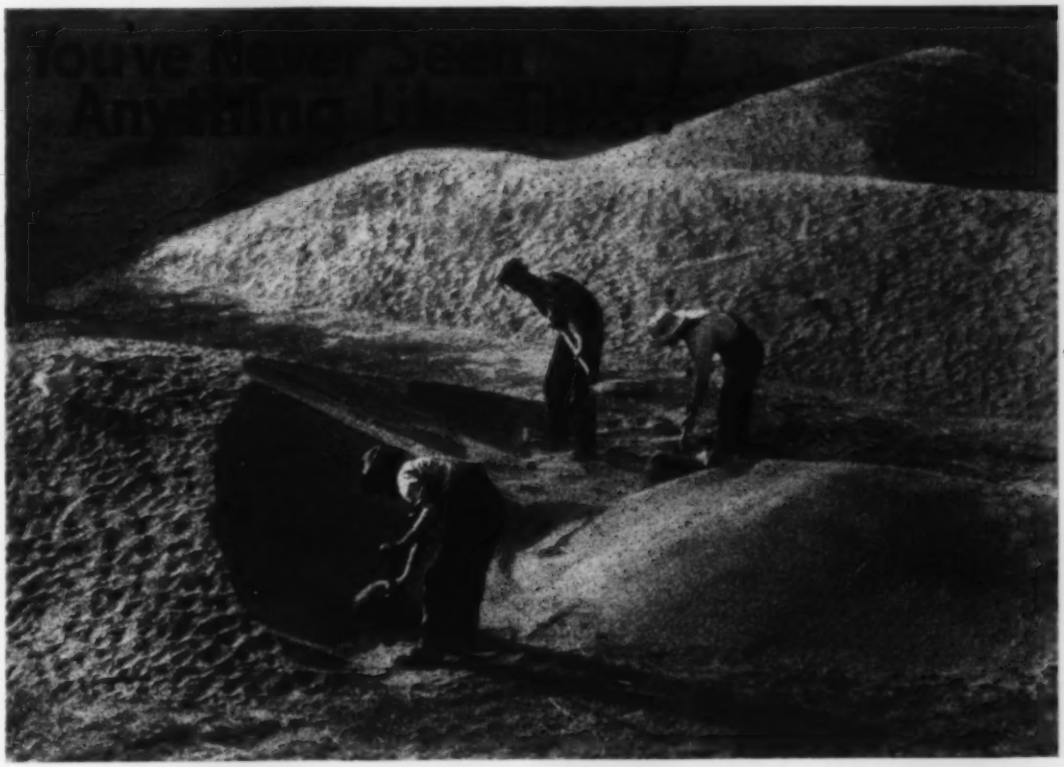
BERNIE ADAMS, formerly with WMFF, Plattsburg and WBRK, Pittsfield, is staff announcer and musical director of WPDQ, Jacksonville.

MARTIN LEWIS, New York radio contact for Paramount's publicity department, has been transferred to Hollywood. He replaces Robert D. Hussey, who resigned to join Frank W. Vincent Agency, Beverly Hills, Cal., talent service as an associate.

To Get INS Awards

FIRST AWARDS of the INS Medal of Honor for heroic devotion to duty will be made during the CBS *Vox Pop* broadcast, Monday, Sept. 28, 8-8:30 p.m. The decoration will be bestowed by Joseph V. Connolly, INS president, upon Larry Meier, INS correspondent who accompanied the American Rangers during the Dieppe raid; Ross Munro, of Canadian Press, who accompanied the Canadian Commandos on the same assignment; and Drew Middleton, former AP correspondent, who covered the raid for American newspapers, now with *The New York Times* London office. Broadcast of the ceremonies will include a pickup from London, with Bob Trout, CBS newscaster, officiating.

CARL COOK, continuity writer-announcer of KTMS, Santa Barbara, Cal., has joined the Coast Guard. Russell Ireland, formerly of KFJM, Grand Forks, N. D., has taken over Cook's former station duties.



YOU'RE looking at **wheat stored on the ground** in Kansas! Government reports say almost 19 million bushels is on the ground and should be sold immediately.

Churches, schools—yes even homes—have been commandeered to store this surplus, golden wealth. Kansas and surrounding states are RICH! Old-timers say they've "never seen the likes."

And we old-timers in radio have never seen anything like the smashing response this rich audience is giving WIBW advertisers. Soaring sales, success stories, and renewed contracts are positive proof that WIBW's friendly personalities and neighborly programs are the greatest sales force in six states . . . and that

WIBW HAS WHAT YOU NEED!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Listening to Newscasts Reaches Peak At Noon in Kansas, State Study Shows

NEWS LISTENING reaches a peak of 77.6% at noon in Kansas, higher than at any other time in the day, according to the results of a survey conducted by Dr. H. B. Summers, Kansas State College, and F. H. Whan, U of Wichita, and published under the title, *The 1942 Kansas State Radio Audience.*

Employing the Summers "sampling" methods, 7,015 homes distributed throughout each of the 104 counties in the state were selected based upon proportions established in the 1940 census figures. Interviews were conducted in person by 92 student interviewers under the direct supervision of faculty members of larger schools of the State. In securing the information, interviewers used a printed questionnaire.

In attempting to assure the study's validity, Mr. Whan points out that "a random sample which includes more than 7,000 cases (over 1.5% of the homes in Kansas) and which represents all sections and counties in direct proportion to the population, and with relatively accurate representation economic, age, and educational levels—must be regarded as statistically reliable."

Listen at Noon

Of the total interviewed, 77.6% did their news listening at noon. This contrasts with 71.7% in the morning; 66.7% at the supper hour and 72.2% in the later evening. Broken down by men and women this pattern of news-listening holds true for men and women alike living on farms and in villages but city listeners increase their listening in the later evening.

Weekday listening (Monday through Friday) showed a weighted average for all women of 3 hours and 35 minutes as compared with 2 hours and 56 minutes per day for men. Divided by geography, farm men listened 2.76 hours per day and farm women 3.35 hours; village men hear 3.11 hours per day and women 3.72 hours; urban men listen to 2.96 hours per day and women 3.64.

Of the 7,015 families interviewed 94.7% had radio sets in their homes. Ownership is highest in the cities where there is a prevailing ownership of at least one set by 97.9% of those interviewed; village ownership amounted to 95.0% of those interviewed and farm ownership came to 91.3% of those interviewed. The survey also contains assorted economic facts about the market such as the distribution among economic groups, phone ownership, taking one or more daily newspapers, owning a car, magazines read during the 30 days preceding the interview and similar data.

To determine the trend in program preferences, each interviewee was asked which five types of program he liked best of the 16 types listed. For 1942, news is at the top with 75.6% representing a slight decline from the 1941 figure of 76.8%. Comedians received 67.8% contrasted with 60.0% for 1941.

Other types in the order of their rank: Popular Music—46.4%; Audience Participation—43.9%; Variety Shows—36.2%; Complete Drama—35.1%; Religious Music—27.6%; Band Music—24.7%; Old-time Music—24.6%; Serial Drama—22.5%; Sports Broadcasts—19.3%; Classical Music—18.6%; Talks, Comments—18.1%; Market Reports—14.6%; Devotionals—13.5% and Talks on Farming—8.1%.

Those "usually" listening to programs at 8-8:30 p.m. for each day of the week favored the following as their top programs: Sunday, Walter Winchell, 50.8%; Monday, *Lux Radio Theatre*, 46.6%; Tuesday, *Battle of Sexes*, 36.9% with *Burns & Allen* at 36.7%; Wednesday, *Time to Smile*, 61.9%; Thursday, *Major Bowes*, 60.1%; Friday, *Gang Busters*, 37.0% and Saturday, *Your Hit Parade*, 63.8%.

Rise in Listening Shown In New Hooper Survey

HOOPER evening "Sets-In-Use" index, as published in the Sept. 15 National Program Ratings, stands at 22.3, up 2.2 from the Aug. 30 report, but showing no change from the corresponding report last year.

Listening to sponsored network shows is up this year over last, the report states. Fifteen programs showed losses of audience, 83 showed gains and five were unchanged. Saturday night listening received a boost compared with the late August averages.

ALAN COURTNEY, m.c. of the *1280 Club*, musical program on WOV, New York, is the subject of a series of movie shorts being distributed nationally by Columbia Pictures, New York.

Speaking of Elections—

OUR NOMINEE

for the most important non-network program

is "Speaking of Books"

WHEN Eric Knight, author of "This Above All," Elissa Landi, glamorous stage and screen star and a novelist in her own right, and Granville Hicks, author of the outstanding novel "Only One Storm," appear together before a microphone, you would expect that mike to bear a network label. Names like those are network calibre.

When this actually did happen, the mike said "WGY."

The reason is that we've got a unique show here that the masters of literary craftsmanship have greeted with gusto. "Speaking of Books" brings authors and critics together in a literary duel, a clash of highly charged personalities that has made copy for Walter Winchell, headlines for "Variety" and listening pleasure for radio fans in 17 states and Canada.

"Information Please" has given evidence that the celebrities of the literary world can put on a show that is sparkling and entertaining. If any further proof is needed, we refer you to the mail count for "Speaking of Books."

With two big seasons behind it, "Speaking of Books" returns to the air October 2nd. Care to investigate?

In '41-'42
Eric Knight
Jan Valtin
Erskine Caldwell
Rockwell Kent
Princess Sapieha
Lord Marley
James T. Farrell
Fannie Hurst
Sally Benson
Lewis Gannett
Margaret Leech
Rex Stout
Granville Hicks
Irita Van Doren
Elissa Landi
Konrad Bercovici
Curt Riess
Vicki Baum
"Ellery Queen"
Emile Gauvreau
Jerome Weidman
Bruce Bliven
Hans Habe
Carl Crow
Malcolm Cowley
Carl Carmer
Louis Fischer
Helena Kuo
etc.

GENERAL ELECTRIC
WGY
★ airea's highest power
★ airea's lowest frequency
★ airea's NBC Station

WGY-79

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Basic CBS Since 1930
For 12 years, we've been Basic CBS for more than a million people in our Primary Listening Area. Given this coverage and topflight program schedule, you can see why WDRC's rate is so attractive. Use WDRC to sell the rich Hartford Market.

Merchandising & Promotion

Railroad Roundup—Newscast Maps—Big Aggie—Gotham Displays—Five-Way Push

WHEN Parks Johnson and Warren Hull recently staged their *Vox Pop* quiz in a New Haven Railroad freight classification yard near New Haven, the railroad joined in to make the broadcast a dramatization of the Battle of Transportation. More than 400 large broadsides in railroad stations, 150 more on platforms, 750 car signs, and posters in offices and shops promoted the show. Approximately 1,000 employes took part watching from boat train cars that once were familiar sights at Harvard-Yale boat races on the Thames.

* * *

Script Maps

TWO-PAGE MAP of the United States showing location and call letters of the 125 NBC stations carrying *World News Parade* sponsored by Sheaffer Pen Co., Ft. Madison, Ia. (Scrip ink), and pictures of the 17 commentators are included in the *Schaeffer Dealer Digest*, new eight-page dealer promotion paper of the company. An article in a recent issue of the paper tells dealers why the program is suitable to their product from the standpoint of time and content of the broadcast. Agency is Russel M. Seeds Co., Chicago.

* * *

Drug Promotion

KBUR Burlington, Ia., BLUE affiliate is merchandising BLUE network programs in two weekly mailing pieces sent to local drug and grocery stores. "Druggist Briefs" mailed to 365 stores lists BLUE programs sponsored by drug advertisers and aired on KBUR and includes news items of interest to the trade. "Grocery Briefs" mailed to 525 stores follows the same format. Network programs are also promoted by trailers in all local theaters.

* * *

Cards on Stands

TO CALL to the attention of newspaper and magazine distributors, Adrienne Ames' *Fan Magazine of the Air* on WHN, New York, Ideal Movie Publications sponsors have launched a promotion campaign of two-color display tack cards for newsstands. In addition newsdealers and distributors are receiving letters carrying details of the program and suggestions for tieing in the broadcast with sales of the four magazines published by the sponsor.

* * *

Unsung Heroes

STORIES of unsung heroes and heroines of American history are sought by the *Little Blue Playhouse* in a survey to be carried out by grammar and high school children who listen to the BLUE program. Accepted letters outlining the necessary facts will earn war stamps for the writers. Best letter will bring $25, and the next five best $5, in war stamps.

GINGER DINNING of the Dinning sisters trio on the *National Barn Dance*, on Sept. 19 married Harry Lutke of Advertising Research Foundation, Chicago.

By the Children

HALE BROS., Sacramento, Cal., (department store), with cooperation of local schools, on Sept. 24 started sponsoring a weekly half-hour *Junior League Children's Radio Hour* on KROY, that city. Programs are to be divided into two sections. Junior League members will take over the first quarter with a serialization of Mark Twain's Tom Sawyer. Elementary school children will utilize balance of the broadcast, presenting a complete 15-minute sketch each week. In addition, starting Sept. 25, firm will sponsor a weekly half-hour variety show featuring talented students of junior high and junior college age. Latter programs are to originate from a different school each Friday.

Theatre Story

FIVE-POINT promotion program for Mutual's *True Story Theatre of the Air* will include: House ads in all Macfadden Publications; editorial support in MacFadden Publications; stickers on *True Story Magazine*, giving station on which program may be heard in each city; newsstand posters giving same information; banners on all delivery trucks of Macfadden Publications. Howard Clothes, New York, launched the series on Mutual Sept. 23—program to be based on material from *True Story*, a Macfadden publication.

* * *

CHML Brochures

DETAILED brochures with attractive pictures and written publicity have been made up giving merchandising and promotion used by three programs broadcast on CHML, Hamilton, Ont. The brochures exploit *They Tell Me*. CBC feature starring Claire Wallace and Todd Russell; *Name It*, Snow Flakes Ammonia national show, and *Wife Preservers*, Javex household hint presentation with Johnny Wayne and Frank Schuster.

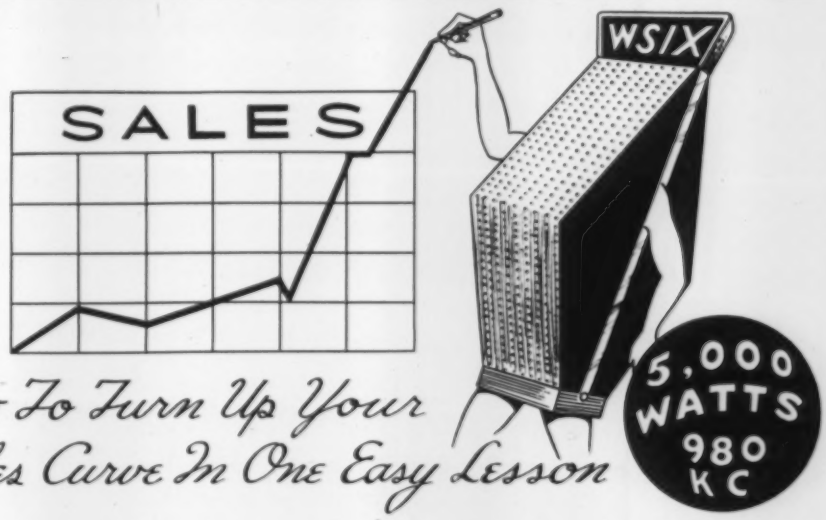
Columbia Roses

NOT ONLY are employes of CBS-Chicago supplied with Wrigley chewing gum twice a day by girl guides, but all the feminine employes are provided with a fresh rose every Monday morning, with the greeting, "Good morning! This rose is presented to you with the compliments of the Columbia Broadcasting System. If the vase is kept filled with water—the rose should last all week."

Big Aggie

CARRYING out their "Big Aggie" theme following a recent contest to name the fat girl trade character, WNAX, Yankton, S. D., issued a brochure exploiting Big Aggie and the *Dinner Bell Roundup* program. People in WNAX area are wondering whether or not there is a real life Big Aggie.

GEORGE P. HOLLINGBERRY has been appointed national station representative of WPDQ, Jacksonville.



How To Turn Up Your Sales Curve In One Easy Lesson

Take the Nashville market. And you can "take" it through one medium —WSIX!

Here's a market with a population of over a million-and-a-quarter people within the WSIX 0.1-mv contour—people whose wages are higher, crops are bigger, and income more substantial right now than they've ever been before.

Put the Nashville market in your territory for intensive promotion and watch that sales curve turn up NOW!

SPOT SALES, INC., National Representatives

5000 WATTS **WSIX** "The Voice of Nashville" NASHVILLE, TENN. 980 KILOCYCLES

KDKA Names Martz

APPOINTMENT of Homer H. Martz, assistant farm agent of Erie County, Pa., as farm director of KDKA, Pittsburgh, succeeding Don Lerch, who has gone into Government service, was announced last week by James B. Rock, manager. Mr. Martz began broadcasting Sept. 21, taking over the regular 6 a.m. assignment, and will be spotted in special farm entertainment Saturday afternoons at 12:30.

Mr. Lerch left KDKA a month ago to join the Department of Agriculture in Washington. His successor will interview farm officials, give special news information, and answer questions of farmers.

Pillow Victim

PILLOW FIGHTING got too rough for Jimmy McClain, m.c. of NBC *Dr. I. Q.* on a recent show for sailors and marines on Navy Pier, Chicago. The good "doctor" invited the two biggest boys in the audience to stage a pillow fight according to custom on the unbroadcast version of NBC *Dr. I. Q.* on tour of service camps between programs. But one of the fighters made a wild swing that caught Dr. McClain in the middle and sent him sailing into the orchestra pit.

SOLD OUT

FROM 6:15 A. M. to 9:00 A. M.

Sorry, but There are No Early Morning Availabilities Left on KFBI, the 5000 Watt Influential Station in the Wichita Market.

BUT, OCTOBER 1st We Can Offer a Top Notcher — A Ten Minute Newscast at 9:00 A. M.

A Newscast Following the Breakfast Club and preceding Opening Market Quotations.

This is YOUR OPPORTUNITY to Sell a Huge CITY and FARM AUDIENCE. Obviously, it Won't Last Long. Wire or Call Today!

KFBI—WICHITA

RAY LINTON, General Manager

Blue and Mutual Networks

Agencies

JOE STAUFFER, New York radio director of Kenyon & Eckhardt, has reported to West Point as an instructor with rank of major. He was graduated from the Academy in 1920.

FRED R. JONES, copy writer of Hixson-O'Donnell Adv., Los Angeles, has enlisted in the Marines and goes to officers' training school at Quantico, Va. George Belsey Jr., formerly of Maxon Inc., Detroit, has taken over Jones' agency duties.

MARTIN WEINSTEIN, formerly publicity director and copy writer of KROW, Oakland, Cal., has joined Hillman-Shane-Breyer, Los Angeles agency. He succeeds Claudine French, resigned. Jeanne de Garmo, head of the agency's publicity department, has been made an account executive, with Harriet Crouse taking over her former duties.

MARY O'MEARA, formerly copy writer of J. Walter Thompson Co., New York, has joined Compton Adv., New York, in a similar capacity. Robert L. Reavis, formerly of Compton's media department, has been commissioned a second lieutenant in the U. S. Army.

RALPH HEINEMAN, formerly head of his own agency in Chicago, has joined Ruthrauff & Ryan in that city as account executive.

DOUGLAS LOUNDS has been transferred from the radio department to the media department of Benton & Bowles, New York.

ARTHUR J. DALY, formerly production director of N. W. Ayer & Son, New York, has joined William H. Weintraub & Co., New York agency, as radio director. With N. W. Ayer for the past three years, Daly directed the first year-and-a-half of the NBC *Telephone Hour* broadcasts, and also did script writing and general radio copy work. Prior to joining Ayer, Daly had served for eight years as production director of NBC.

C. L. FUNNELL, formerly of the copy department of Buchanan & Co., New York, has joined the copy department of Chas. W. Hoyt Co., New York.

FREDERICK G. MASLEN, for five years copy writer of Marschalk & Pratt, New York, and John Owen, formerly of Geyer, Cornell & Newell and J. Stirling Getchell Inc., have joined Buchanan & Co., New York, to service the Bendix Aviation Corp. account. Maslen will do general promotion and copy, while Owen will handle the Bendix House Organ and coordinate various plant division publications. Owen served recently with the WPB in Washington.

The SONG HITS from *Walt Disney's Feature Picture*

Bambi

★ Love Is a Song
★ Twitterpated
★ Thumper Song
★ Let's Sing a Gay Little Spring Song
★ Little April Shower

Broadcast Music, Inc.
580 Fifth Avenue
New York City

Posthumous Award

PVT. EDWIN T. BOTTELSON, 28, formerly assistant publicity director of Russel M. Seeds Co., Chicago, who entered the Army Air Force last Jan. 29, has been posthumously awarded the Purple Heart badge for valor. Cited by Brig. Gen. Simon Buckner, commander of Alaska defense, he was a gunner of the crew of a heavy bomber lost while attacking the Japanese during bad weather. He is survived by his wife.

JOSEPH M. GREELEY, former advertising manager of the cereal division of Hecker Products Corp., New York, has joined Pedlar & Ryan, New York.

HAL WINTER, formerly on the sales staff of WHN, New York, and previously salesman for the Katz Agency, New York, has joined Raymond Spector Co., New York, as timebuyer, succeeding Dan Rodgers, who has joined the Army Air Corps.

JOHN W. BLOUGH, formerly on the copy staff of J. Stirling Getchell, New York, has joined Lennen & Mitchell, New York.

E. N. AXTELL, formerly assistant to Freeman Keyes, president of Russel M. Seeds Co., Chicago, who recently enlisted in the Army as a sergeant and ROTC instructor in Chicago, has been transferred to Fort Benning, Ga., for officer training school. Manley Hardison of the agency's mail room, has entered the Army at Fort Custer, Mich.

ALBERT J. KAPLAN, account executive and production manager of Julian G. Pollock Adv. Agency, Philadelphia, is the father of a boy born recently.

RUSSELL K. CARTER, account executive of Gray & Rogers; Norman Geare, of Geare-Marston, and Robert Arndt, of John Falkner Arndt & Co., Philadelphia agencies, have become members of the U. S. Coast Guard Auxiliary, a voluntary organization which patrols the coast in boats donated by citizens.

DAVID E. ROTHSCHILD, account executive of Oswald Adv. Agency, Philadelphia, has enlisted in the Army as a volunteer officer candidate. Marguerite R. Johnson, account executive of the same agency, will service his accounts for the duration.

JERRY SEEHOFF, formerly of Ruthrauff & Ryan, New York, and before that of H. W. Kastor & Sons, Chicago, has returned to Chicago to rejoin Kastor as copy chief.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp. is making tour of the Prairie Region and British Columbia Region of the CBC, and will spend some time in British Columbia making a survey in connection with the extension of CBC service to certain areas in the interior of the province.

CHNS
Halifax, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask JOE WEED

FRANKLIN OWENS

ALTHOUGH comparatively new as timebuyer for Benton & Bowles, New York, Frank Owens is by no means new to radio or to the advertising world. He can claim first contact with radio as an infant industry back in 1925 when he assisted in publicity for the then-famous *Ipana Troubadours* program, when it was conducted by Sam Lanin and included such names as the Dorsey Brothers, Phil Napoleon and Lucien Schmidt.

In 1927 before the concrete was dry in NBC's offices at 711 Fifth Ave., New York, Frank joined radio's inner circles and authored two books, *Broadcast Advertising*, the other *Merchandising*, both issued by NBC. Today's sales manuals, time charts and comparative network schedules are a development of some of Owens' first contributions.

As assistant to Daniel S. Tuthill, then NBC general sales manager, and now vice-president of National Concerts & Artists, Frank was assistant night manager of studios and also sat in on NBC program board and executive committees until 1931 when he became business manager of the radio department of BBDO, New York.

During his five years with that agency, his work included not only timebuying, but also program production and even the writing of commercials for the radio shows produced by BBDO for such accounts as Shinola, Duff's Gingerbread and Silver Dust.

His next agency contact was with Maxon Inc., New York, where he was manager of the radio department with special supervision of the General Electric and Heinz Soup accounts, after which he headed back to NBC for a three-year period in the sales promotion department.

In October 1941, Frank joined Benton & Bowles as assistant timebuyer and took over in August of this year when George Kern left the agency as a captain in the Army. In this capacity he is now supervising time sales for such accounts as General Foods, Best Foods, Hecker Products (Shoe Polish Div.) Procter & Gamble (Ivory Snow), The Prudential Insurance Co. & Columbia Recording Corp.

Frank says that more than anying else he is "interested in sales, the promotion of sales and everything contributing to the successful development of sales." Timebuying, for that reason, has a fascination for him—as he visualizes time with sales as the object. He first entered the selling field in 1916 when he traveled abroad for an exporting and importing firm, and after a short term in the Army in 1918, continued his selling career in printing, engraving and direct mail until 1925.

Years of sales experience, plus his 17 years in many varied branches of radio have stood him in good stead, he says, in what he considers an important post in the best "creator of sales" agency he knows.

For the record, Frank was born in Philadelphia in 1898, is now living in New York City, and is mighty proud of a son in training for the Army Air Corps. His hobbies, if any, he adds, are fishing and painting.

Dad's to Double

DAD'S ROOT BEER Co., Chicago (Dad's Old-Fashioned Root Beer), which has had immediate sales reaction to its transcribed conga rhythm spots running on 10 midwestern stations [BROADCASTING, June 29], plans to double its list of stations in the Midwest effective about Oct. 15. Distribution is national. Agency is Malcolm-Howard Adv. Agency, Chicago.

AGENCY Appointments

PENICK & FORD, New York (My-T-Fine desserts) to Joseph Jacobs Jewish Marketing Organization, New York, for radio and newspaper advertising in the Jewish market. A quarter-hour musical show has been launched on WEVD, New York. No further plans for the present. BBDO, New York, handles all other advertising.

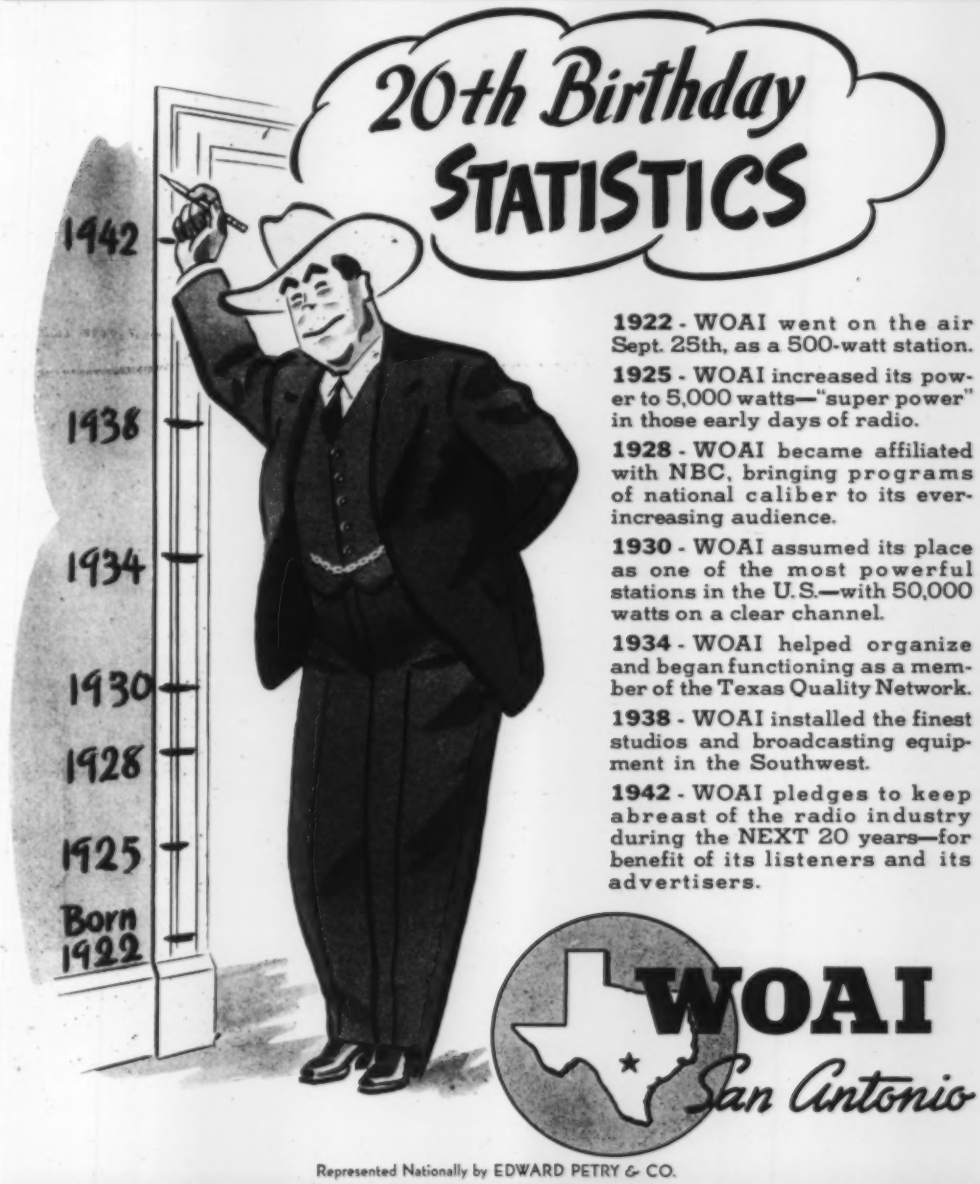
HOLLYWOOD-PREMIER Co., Los Angeles (women's work clothes & general sportswear Mfrs.) and Graff Mfg. Co., Los Angeles (blouse mfgrs.), to Hillman-Shane-Breyer Inc., Los Angeles.

PENNSYLVANIA Aircraft Instrument School, Philadelphia, to Adrian Bauer Adv. Agency, Philadelphia. Henry Haas handles the account.

WYLER & Co., Chicago (dehydrated soups, bouillon cubes, vegetable flakes), to Goodkind, Joice & Morgan, Chicago.

JOSEPH TETLEY & Co., New York to Duane Jones Co., New York, for Tetley Soup Mix, a dehydrated soup product. When plans are complete1, radio will be one of the main media used.

FISHER, BRUCE & Co., Philadelphia (chinaware), to Gray & Rogers, Philadelphia.


20th Birthday
STATISTICS
1942
1938
1934
1930
1928
1925
Born
1922
1922 - WOAI went on the air Sept. 25th, as a 500-watt station.
1925 - WOAI increased its power to 5,000 watts—"super power" in those early days of radio.
1928 - WOAI became affiliated with NBC, bringing programs of national caliber to its ever-increasing audience.
1930 - WOAI assumed its place as one of the most powerful stations in the U.S.—with 50,000 watts on a clear channel.
1934 - WOAI helped organize and began functioning as a member of the Texas Quality Network.
1938 - WOAI installed the finest studios and broadcasting equipment in the Southwest.
1942 - WOAI pledges to keep abreast of the radio industry during the NEXT 20 years—for benefit of its listeners and its advertisers.
WOAI
San Antonio
Represented Nationally by EDWARD PETRY & CO.
THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

I. J. Grass Co., Chicago (soup), 2 *sa* weekly, 6 months, thru Charles Silver & Co., Chicago.
Wilson & Co., Chicago (food products), 3 *sa* weekly, 13 weeks, thru U. S. Adv. Corp., Chicago.
N. Y. Savings Bank Assn., N. Y., 2 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical products), 2 *ta* weekly, 15 weeks, thru Young & Rubicam, N. Y.
B. Meier & Son, New York (Wheat Germ Flakes), 3 *sa* weekly, 6 weeks, thru H. C. Morris Co., N. Y.
McKesson & Robbins, Bridgeport (Bexel), 3 *ne* weekly, 13 weeks, thru J. D. Tarcher & Co., N. Y.
Ball Bros., Muncie, Ind. (mason jars), 2 *sa* weekly, 13 weeks, thru Applegate Adv. Agcy., Muncie.
E. L. Knowles, Springfield (Rubine), 3 *sa* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.
Major B Vitamins, N. Y., 3 *sa* weekly, 1 year, thru Grey Adv. Agcy., N. Y.
Pan American Coffee, New York, 3 *sa* weekly, 3 months, thru J. M. Mathes Inc., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 92 *ta*, thru Newell-Emmett Co., N. Y.
Dryden & Palmer, New York (Gravy Master), 26 *sa*, thru Samuel C. Croot Co., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 2 *sa* weekly, 6 months, thru John W. Queen, Boston.

WLS, Chicago

Ball Bros., Muncie, Ind. (jars), 5 *sa* weekly, thru Applegate Adv., Muncie, Ind.
Lane Bryant Inc., Indianapolis (women's apparel), 6 *sa* weekly, thru E. H. Brown Adv. Agcy., Chicago.
Campbell Cereal Co., Minneapolis, 6 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Pan American Coffee Bureau, New York, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Hubinger Co., Keokuk, Ia. (Elastic Starch), 12 *sa* weekly, through Ralph Moore Inc., St. Louis.
G. E. Conkey Co., Cleveland (stock feed), 7 *sa* weekly, thru Rogers & Smith, Chicago.
Little Crow Milling, Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

WINX, Washington

C. & P. Telephone Co., 156 *sa*, thru Henry Henry Kaufman Agency, Washington.

WOWO-WGL, Fort Wayne

Beech Nut Packing Co., Canajoharie, N. Y. (chewing gum), 195 *ta*, thru Newell-Emmett Co., N. Y.
Murphy-Phoenix Co., Cleveland (soap), 13 *sa*, direct.
Kroger Grocery & Baking Co., Cincinnati, 783 *t*, thru Ralph H. Jones Co., Cincinnati.
Chicago Sun (newspaper), 7 *sa*, thru Wade Adv. Agcy., Chicago.
Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Cecil & Presbrey, N. Y.
Chamberlain Sales Corp., Des Moines (cosmetics), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Musterole Co., Cleveland, 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Pinex Co., Fort Wayne (proprietary), 66 *ne*, thru Russel M. Seeds Co., Chicago.
Luden's Inc., Reading (cough drops), 78 *sa*, thru J. M. Mathes Inc., N. Y.
Walker's Austex Chili Co., Austin, 26 *sa*, thru Crook Adv. Agcy., Dallas.
Lever Bros. Co., Cambridge, Mass. (Vimms), 90 *ta*, thru BBDO, N. Y.

WINS, New York

General Baking Co., N. Y. (Bond Bread), 20 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Bulova Watch Co., N. Y., 10 *sa* weekly, 13 weeks, thru Biow Co., N. Y.
B-C Remedy Co., Durham, N. C. (headache powders), 30 *sa* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.
Doubleday Doran & Co., N. Y. (Book League of America, mail order), 24 *sp* weekly, 4 weeks, thru Huber Hoge & Sons, N. Y.
Simon Ackerman Clothes, N. Y., 10 *sa* weekly, 26 weeks, thru Ehrlich & Neuwirth, N. Y.
Brooklyn & N. Y. Paramount Theatres, 19 *sa*, thru Buchanan & Co., N. Y.

WJJD, Chicago

Chicago Air College, Chicago (technical school), 6 *sp* weekly, 13 weeks, thru M. A. Ring Co., Chicago.
Lamb & Lamb Publishing Co., Chicago (book for servicemen's families), 6 *sp* weekly till forbid, thru Gourfain-Cobb and Irving J. Rosenbloom Adv. Agency, Chicago.
O'Sullivan Rubber Co., Winchester, Va. (rubber preserver), 12 *ta* weekly, 10 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Rit Products Corp., Chicago (dyes), 100 *sa*, thru Earle Ludgin Inc., Chicago.

KECA, Los Angeles

Log Cabin Bread, Los Angeles (bread), 5 weekly *sa* and weekly *ta*, thru Dan B. Miner Co., Los Angeles.
Quaker Oats Co., Chicago (oatmeal), 6 weekly *ta*, thru Ruthrauff & Ryan, Chicago.
Beneficial Casualty Co., Los Angeles (accident insurance), weekly *t*, thru Stodel Adv., Los Angeles.

WIND, Chicago

Rit Products Corp., Chicago (dyes), 11 *sa* weekly, 15 weeks, thru Earle Ludgin Inc., Chicago.
Ward Baking Co., Chicago, weekly *sa*, thru W. E. Long Co., Chicago.

WFAA, Dallas

W. L. Douglas Shoe Co., Brockton, Mass., 39 *sa*, thru Harold Cabot & Co., Boston
Studebaker Corp., South Bend, 13 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Northwestern Yeast Co., Chicago, 45 *sp*, thru MacFarland, Aveyard & Co., Chicago.
O'Sullivan Rubber Co., Winchester, Va. (heels and soles), 40 *sa*, thru Bermingham, Castleman & Pierce, N. Y.
Walker's Austex Chili Co., Dallas (chili), 52 *sa*, thru Crook Adv. Agcy., Dallas.
J. A. Folger & Co., Kansas City (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Arvey Corp., Chicago (R-V Lite), 26 *sa*, thru First United Broadcasters, Chicago.
National Biscuit Co., New York, 39 *sp*, thru McCann-Erickson, N. Y.

CKOC, Hamilton, Ont.

Grove Labs., St. Louis (Bromo Quinine), 120 *t*, thru Russel M. Seeds Co., N. Y.
Lever Bros. Toronto (Lifebuoy), 220 *t*, thru Ruthrauff & Ryan, N. Y.
Dr. A. W. Chase Medicine Co., Oakville, Ont. (proprietary), 270 *sa*, thru Ardiel Adv. Agency, Oakville, Ont.
Frederick Stearns & Co., Windsor, Ont. (Nyal drugs), 156 *sa*, thru A. McKim Ltd., Toronto.

KFI, Los Angeles

Luden's Inc., Reading, Pa. (cough drops), 4 weekly *sa*, thru J. M. Mathes Inc., N. Y.
Bookhouse for Children, Chicago (books), 2 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Los Angeles Soap Co., Los Angeles (Scotch cleanser), 3 weekly *t*, thru Raymond R. Morgan Co., Hollywood.

WWNY, Watertown

Socony-Vacuum Oil Co., New York, 14 *ne* weekly, 1 year, thru J. Stirling Getchell, N. Y.
American Chicle Co., New York (Dentyne gum), 3 *ta* daily, 15 weeks, thru Badger & Browning, Boston.
Gardner Nursery Co., Osage, Ia. (plants), 12 *t*, thru Northwest Adv. Co., Seattle.

WABC, New York

Major Vitamins Inc., N. Y. (Major Brand B Complex tablets), 3 *sa* weekly, thru Grey Adv., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 3 *t* weekly, thru Newell-Emmett Co., N. Y.

WOV, New York

Procter & Gamble Co., Cincinnati (Oxydol) 15 *sa* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Barney's Clothes, New York, (men's clothes), 3 *ne* weekly, 26 weeks, thru Emil Mogul Co., N. Y.

WDRC, Hartford

Burma-Vita Co., Minneapolis (Burma-Shave), 8 *ta* weekly, 6 months, thru MacFarland-Aveyard & Co., Chicago.
Bond Clothing Stores, N. Y., 3 *sp* weekly, 1 year, thru Neff-Rogow, N. Y.

WHO, Des Moines

Gamble Stores, Minneapolis (retail), 6 *sa* weekly, 1 year, thru BBDO, N. Y.
Lewis-Howe Medicine Co., St. Louis (N-R Tablets), 6 *sp* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Ball Bros. Co., Muncie (fruit jars), 39 *sa*, thru Applegate Adv. Agency, Muncie.
Studebaker Corp., South Bend (sales & service), 22 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Manhattan Soap Co., New York (Sweetheart), 5 *sa*, weekly, 12 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Arvey Corp., Chicago (R. V. Lite), 26 *sa*, thru First United Broadcasters, Chicago.
Herbert W. Armstrong, Eugene, Ore. (Radio Church of God) 1 *t* weekly, direct.
J. A. Folger Co., Kansas City (coffee), 5 *t* weekly, 1 year, thru Lord & Thomas, Chicago.
Plough Inc., Memphis (cold remedies), 572 *sa*, thru Lake-Spiro-Shurman, Memphis.

WJZ, New York

Stern's Nurseries, Geneva, N. Y. (trees), 2 *sa* weekly, 3 weeks, thru W. L. Wright Co., Rochester.
Graham Co., N. Y. (Redbow food products), 2 *sa* weekly, thru Blaine-Thompson Co., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 5 *sa* weekly, 26 weeks, thru John W. Queen & Co., Boston.
A. Goodman & Sons, N. Y. (noodles), 3 *sa* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.
Griffin Mfg. Co., N. Y. (shoe polishes), 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Oakland Chemical Co., New York (Dioxygen face cream), 3 *sa* weekly, 13 weeks, thru Wortman, Barton & Gould. N. Y.
Sheffield Farms Co., New York (Homogenized Vitamin D Milk), 3 *sa* weekly, 9 weeks, thru N. W. Ayer & Son, N. Y.

WHN, New York

Carleton & Hovey, Lowell, Mass. (Father John's Medicine), 6 *sa* weekly, 26 weeks, thru John W. Queen Adv. and Merch., Boston.
Griffin Mfg. Co., Brooklyn (shoe polishes), *sa*, 64 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura products), *sa* 52 weeks, thru Atherton & Currier, N. Y.
Kasco Mills, Waverly, N. Y. (stock feed), 3 *sa* weekly, 13 weeks, thru Campbell-Sanford Adv., Cleveland.
Ideal Publishing Co., N. Y. (movie magazines), 3 *ne* weekly, direct.

WIRE, Indianapolis

Berghoff Brewing Corp., Ft. Wayne, 45 *ta*, thru L. W. Ramsey Co., Chicago.
General Motors Corp., Indianapolis, 13 *sp* and *t*, thru Campbell-Ewald, Detroit.
Miles Labs., Chicago, 195 *sa*, thru Wade Adv. Agency, Chicago.
Walker's Austex Chili, Austin (Mexene), 26 *sa*, thru Crook Adv. Agency, Dallas.

KHJ, Los Angeles

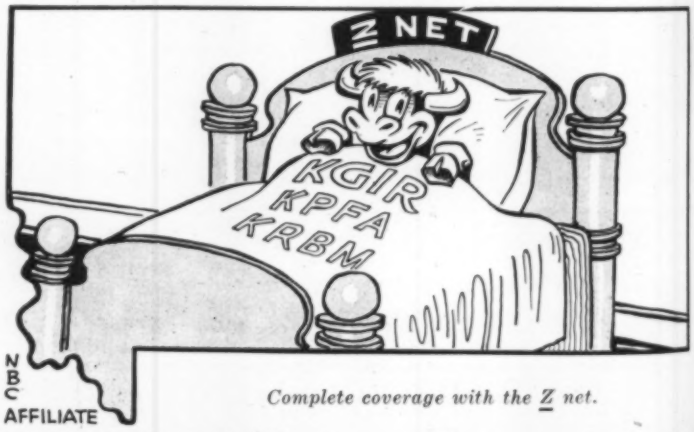
Allstate Insurance Co., Chicago, 5 *sp* weekly, thru E. H. Brown Adv. Agcy., Chicago.
Joseph Dixon Crucible Co., Jersey City (pencils), 78 *ta*, thru Federal Adv. Agcy., N. Y.

KGKO, Fort Worth

Inter-Ocean Casualty Co., Dallas, 6 *sa*, direct.

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.



Complete coverage with the Z net.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

MORRIS B. SACHS, Chicago (family clothing), has started sponsorship of the *Service Men's Show*, weekly half-hour live variety program on WGN, Chicago, featuring the Hoosier Hot Shots and the comedy team Tom, Dick & Harry. Program originates from the eighth-floor night club of the Chicago Servicemen's Center and is followed by an additional half-hour stage show for the audience of soldiers and sailors. Producer is Ed Simmons and Wade Adv. Agency, Chicago, is the agency.

BEATRICE CREAMERY Co., Chicago (Meadowgold butter), has started participation announcements on the *Housewives' Protective League* and *Sunrise Salute*, by Paul Gibson, six days a week on WBBM, Chicago. Samples of the product were distributed to 100 housewives of the testers bureau before acceptance as the first commercials on the Chicago version of the program which is also broadcast on KNX, Los Angeles, and KQW, San Francisco. Agency is Lord & Thomas, Chicago.

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in addition to an early morning quarter-hour newscast on KECA, that city, currently sponsors a similar type of evening program on that station. Nightly quarter hour newscasts are also sponsored on KFI, Los Angeles; KFOX, Long Beach; KFXM, San Bernardino; KFSD, San Diego. Milton Weinberg Adv. Co., Los Angeles, has the account.

INDUSTRIAL FEDERAL SAVINGS & LOAN Co., Denver, has renewed for another year *Something to Think About*, its six-weekly 15-minute show on KOA, Denver.

CANADIAN Government's Dept. of Finance, Ottawa, has started two French language network shows for the Victory Loan drive on 10 Quebec stations. First started Sept. 25, a half-hour dramatization *Notre Canada*, and the second starts on Oct. 5 as a half-hour show called *Varieties 1942*, on which leading French stage, screen and radio artists will be featured. These shows are the French language equivalents of the English language shows *Nazi Eyes on Canada*, which started Sept. 20 and the *All-Star Variety* show which starts Oct. 7 on 54 Canadian stations. The French programs are placed through Canadian Adv. Agency, Montreal.

Roden on Ad Jury

H. W. RODEN, president of Harold H. Clapp Inc., Rochester (baby foods), has been appointed chairman of the 1942 Jury of Annual Advertising Awards. Mr. Roden has also been named to serve on the administrative board. Other additions to the board are: George T. Eager, *Philadelphia Bulletin*, and G. Lynn Sumner, president of the New York agency of the same name. Stuart Peabody, advertising director of the Borden Co., New York (milk products), succeeds Mark O'Dea as chairman of the board.

BEN TUCKER FURS, New York, will launch a local campaign consisting of 45-second playlets on WLIB, WWRL, and WBNY, New York, in addition to a quarter-hour program on WINS, New York, for the fall and winter season. Placed direct.

FAIRCHILD & SONS, New York, (Morticians), on Oct. 4 will start radio for the first time with a quarter-hour Sunday morning program titled *Church in the Wildwood*, on WJZ, New York. Series will feature inspirational talks by Dr. William L. Stidger, faculty member of the Boston U of Theology, and songs by John Seagle. Agency is Muir & Co., New York.

CUBBISON CRACKER Co., Los Angeles, in a 13-week campaign started Sept. 16 is using thrice-weekly participation in *Polly Patterson's Kitchen* on KFAC, that city. Elwood J. Robinson Adv., Los Angeles, has the account.

FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drug products) has started four weekly dramatized spot announcements on eight Ontario stations. Account was placed direct.

On KOA—*all* 10 of the 10 top-rated *daytime* programs—PLUS *all* 10 of the 10 highest Hooper-rated *evening* programs . . . an over-all audience greater than the second and third-ranking Denver stations *combined!*

KOA 50,000 WATTS — FIRST IN DENVER

Represented nationally by NBC Spot Sales Offices

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

CAP COTTON SAYS:

MEMPHIS LEADS ALL MAJOR SOUTHERN CITIES IN RETAIL SALES

(Sales Management "Survey of Buying Power" 1941)

1941 RETAIL SALES IN SOUTHERN MARKET AREAS

(Sales Management "Survey of Buying Power" 1941)

1.	MEMPHIS	$499,147,000
2.	Houston	456,935,000
3.	Atlanta	443,040,000
4.	New Orleans	433,527,000
5.	San Antonio	433,006,000
6.	Dallas	430,887,000
7.	Fort Worth	421,140,000
8.	Louisville	383,069,000
9.	Birmingham	371,771,000
10.	Oklahoma City	363,579,000
11.	Charlotte	262,090,000
12.	Raleigh	256,355,000
13.	Richmond	254,089,000

The Memphis market is not only the biggest in the South in area and population. It is also first in the South in total retail sales as shown by the Sales Management's 1941 Survey of Buying Power. To reach this market effectively, quickly and economically, use WMC, the pioneer radio station of the Mid-South.

WMC

Memphis, Tennessee

5,000 WATTS DAY • 1,000 WATTS NIGHT

REPRESENTED NATIONALLY BY

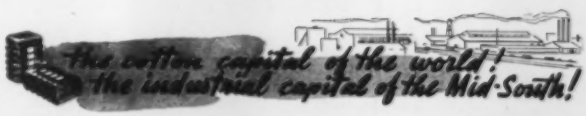
THE BRANHAM CO.

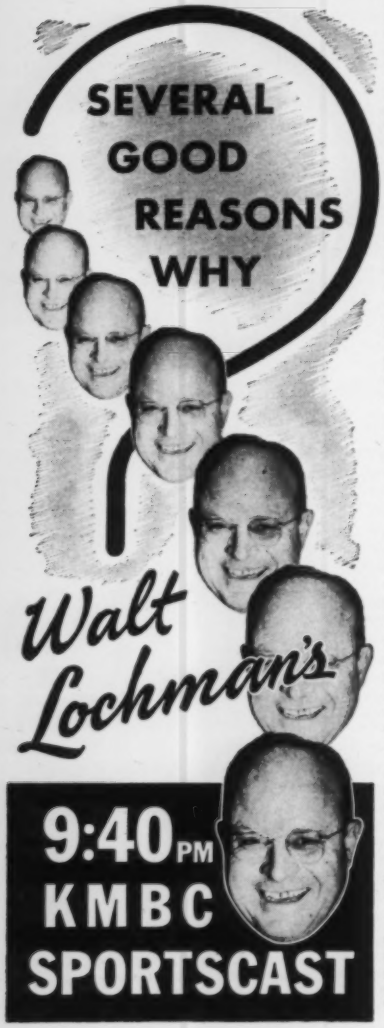
NBC NETWORK

OWNED AND OPERATED BY

The Commercial Appeal

Member of Southern Central Quality Network
WMC—Memphis. WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock





9:40 PM
KMBC
SPORTSCAST

is a
SUPER-SELLING SPOT

Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But *today*.

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network

GOLDEN STATE Co., Ltd., San Francisco (milk) recently started for 27 broadcasts *News With Phil Stearns* thrice weekly on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

RIDD LABS., San Francisco (foot powder) on Sept. 13 started for 26 weeks *Cavalcade of Medicine*, quarter-hour weekly on KFRC, San Francisco. Agency is Theo. H. Segall Adv., San Francisco.

FOREMAN & CLARK, Los Angeles (chain clothiers) has contracted for a spot announcement campaign on KROW, Oakland, Cal. which will run through the year. Agency is Botsford, Constantine & Gardner, Los Angeles

HAAS BROS., San Francisco (Trupak canned foods) has started *Oddities in the News* five times weekly for 260 broadcasts on KPO, San Francisco. Agency is Leon Livingston Adv. Agency, San Francisco.

PACQUIN'S HAND CREAM Co., Montreal, early in October starts twice-weekly quarter-hour transcribed programs on five Canadian stations. Account was placed by Ronald Adv. Agency, Toronto.

GRUEN WATCH Co., Toronto, on Sept. 27 started *Movie Preview Time* with Ken Soble as m.c. on six stations across Canada. Account was placed by Cockfield Brown & Co., Toronto.

CAMPBELL FINANCE Co., Toronto, on Sept. 15 started transcribed spot announcements three and five times weekly on 15 Canadian stations and newscasts on CHML, Hamilton, Ot. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

DR. BELL WONDER MEDICINE Co., Kingston, Ont. (proprietary) on Oct. 12 starts its fifth year of *Circle Bell Varieties* quarter-hour thrice weekly program on nine Canadian station. Production and placing of program were handled by Dominion Broadcasting Co., Toronto.

FRUITATIVES PRODUCTS, Hull, Que. (liver tablets) on Oct. 5 starts five-weekly dramatized spot announcements on a number of Canadian stations. Account is placed by Lord & Thomas of Canada, Toronto.

PIERCE Bros., Los Angeles (mortuary), for the fourth consecutive year, on Oct. 4 renews the weekly quarter hour live musical program, *Chapel Quartet*, on KFI, that city. Firm, in addition, on Sept. 14 started sponsoring that program twice weekly on KFAC, Los Angeles. Both contracts are for 52 weeks. Agency is Philip J. Meany Co., Los Angeles.

CHICAGO MOTOR CLUB, Chicago (membership, insurance), will sponsor nine football broadcasts on WGN, Chicago, with Norman Ross announcing. Schedule will start with Minnesota-Illinois on Oct. 10. Agency is Aubrey, Moore & Wallace, Chicago.

DISCUSSING SCRIPT for *Budget Brigade*, woman's participation show which carries commercials for Vano household cleanser, is Maida Severn, in charge of the program broadcast on KLZ, Denver, and E. C. Portman, sales manager of Chemicals Inc., Oakland, Cal., manufacturers of the product. Mr. Portman was in Denver for contract renewal and consideration of script format recently.

Block Drug on Coast

BLOCK DRUG Co., Jersey City (proprietary), in a West Coast campaign recently started sponsoring the thrice-weekly quarter-hour transcribed program, *Happy Johnny*, on 33 Don Lee Pacific Coast stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PWT). Contract is for 26 weeks. J. Walter Thompson Co., New York, has the account.

JAMES M. ELLIOTT, general sales manager of John F. Jelke Co. (Good Luck foods), was recently elected executive vice-president and general manager of the firm, where he will continue to supervise all sales, advertising and promotion. He becomes a director of the company.

CROSSE & BLACKWELL, Toronto, has started a test spot announcement campaign on CFRB, Toronto, five times weekly and plans to expand later. Account was placed by A. McKim Ltd., Toronto.

TUCKETT Ltd., Hamilton, Ont. (Wing cigarettes) on Sept. 21 started three daily spot announcements, Monday through Friday, on 10 western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

AGNEW SURPASS SHOE STORES, Brantford, Ont. (chain) on Sept. 20 started on CFRB, Toronto, a weekly transcribed half-hour program *Calling All Cars*. It is expected the campaign will be expanded later. Account was placed direct.

Kaiser on KPO

HENRY J. KAISER, the man who gets things done in shipbuilding, has turned to radio to get housing facilities for workers in the San Francisco Bay region. Facing a desperate shortage of rooms and dwellings, the Kaiser Company has bought 12 five-minute programs on KPO, San Francisco, to appeal for homes for essential workers.

WOR Plans to Revive Pioneer Radio Serial

ONE OF RADIO'S pioneer serials will return to the air this week, when WOR, New York, launches a new version of *Daddy & Rollo*, a program which started on CBS about 10 years ago. While "Rollo" will continue to be the precocious youngster whose questions and problems often put "Dad" on the spot, the revived program will cast Rollo as a "junior war worker," with his older brother as a Marine.

J. P. McEvoy, author and humorist, who created the original *Daddy & Rollo*, will again write the scripts. Another veteran of the program, Frank Knight, will again do the announcing. Program starts on WOR Monday, Sept. 28, 10:45-11 p.m., and will be heard thrice-weekly.

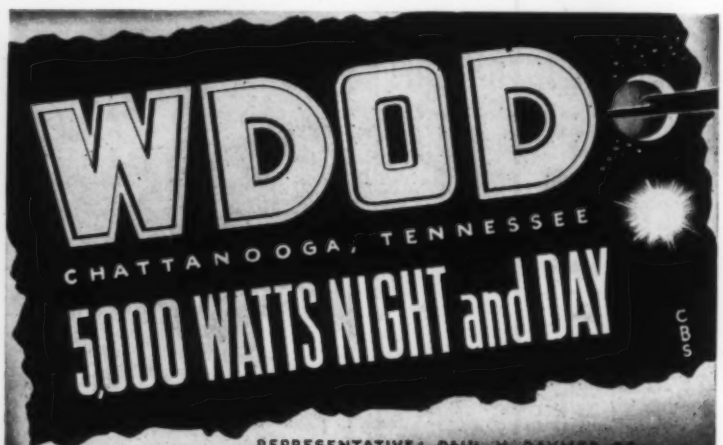
Another new WOR program, *Cisco Kid*, based on the legendary West Coast character, will make its debut Oct. 2, in the Friday, 8:30-9 p.m. period.

Arrow on Gaspipes

CLUETT, PEABODY & Co., New York, on Oct. 6 will start a test campaign for its Arrow collars, shirts, ties and other men's apparel on the campus networks at Yale, Harvard, Princeton and Wesleyan, using five-minute newscasts on Tuesdays and Thursday evenings. Series, with the theme "The Swish of an Arrow", will be tested through checks on sales with local haberdashers and, if successful, will probably be expanded to other colleges and universities. Intercollegiate Broadcasting System represents the colleges and the account was placed direct by the company.

M&C Plans Spots

EMM-AN-CEE Co., Chicago (M&C sauces, spaghetti), is contemplating placement of spot schedules starting about Oct. 15 in 10 midwestern markets through Stanley Pflaum Assoc., Chicago.



MY, THAT BOY GIVES QUICK SERVICE...
HE'S NOT WORKING- HE'S GOING HOME TO LISTEN TO
KXOK
ST. LOUIS, MO.
ZOOM!
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

BS, Blue Linked n Empire Politics

ties Using Radio Heavily r Gubernatorial Drive

WO major networks, CBS and LUE, will be linked, along with independent stations, WQXR, w York, and WENY, Elmira, Y., to carry quarter-hour studio ks by Thomas Dewey, Republi- candidate for Governor, each nday, 7:15-7:30 p.m., starting t. 5 and continuing thru Nov. 2. In addition, major rallies roughout the state will be picked by at least one network, the LUE, and broadcast on its New rk outlets.

A prime reason for such exten- e radio coverage, according to ane Jones Co., New York, agency pointed to handle Mr. Dewey's mpaign [BROADCASTING, Sept. 7], to counteract the effect of gaso- e and tire rationing, which can expected to result in a notice- le decrease in attendance at llies. War workers will be able hear campaign talks by radio.

Stations Lined Up

BLUE stations carrying the ewey weekly speeches will be JZ WKIP WTRY WMFF HAM WHDL WJTN WEBR AGE. CBS stations will be ABC WKBW WFBL WOKO IBX WNBF WHEC.

Speeches from rally points will e heard on the same BLUE sta- ons for a total of 11 quarter- our broadcasts Oct. 14-30.

The Communist party, in addi- on to buying time on WQXR ew York, for 16 broadcasts, is ing quarter-hours on stations roughout the State. The party introducing music and dramati- ations in its programs, using the *March of Time* technique.

The Socialist Party's present dio plans call for four quarter- ours on WLIB, Brooklyn, each unday, Oct. 4 to Oct. 25.

The American Labor Party is uing quarter-hour broadcasts om rallies now being staged in bout 14 communities, using radio cilities where available. On Sept. 8, the ALP utlizes a six-station ook-up for a quarter-hour talk. Broadcast will originate on WIBX, tica and will be carried simul- aneously on WOKO WABY WSAY WOLF WJZ. Another state hook- p will be used Oct. 7, originating om Brooklyn.

The Democratic Party has not evealed its radio plans beyond statement some weeks ago that all f the major speeches of its candi- ate, Attorney General Bennett, ould be broadcast.

State Retail Series

SPONSORSHIP of *A Woman Wonders*, with Ann Sterling, on KJR, Seattle, was recently as- umed for the next year by the Washington State Retail Grocers and Meat Dealers Assn. The pro- gram is heard five mornings a week, Monday through Friday.

OFT MARRIED on weekly *First Nighter* dramatic broadcasts, Barbara Luddy starred in a real wedding, her own, surrounded by other radio personages in the home of L. T. Wallace, of Aubrey, Moore & Wallace, Chicago, Sept. 18. Participants were (l to r) Betty Lou Gerson, actress and wife of Joseph T. Ainley, producer of *First Nighter*; the bride; R. Ned LeFevre, bridegroom, NBC actor-announcer; Mr. Wallace.

KMTR Renewal Hearing

BECAUSE of complaints against programming and overall operation, the FCC last Tuesday designated for hearing the renewal application of KMTR, Los Angeles. Following custom, the Commission did not release the details of the complaint, but it was said that the Commission desired to appraise the whole operating status of the station. KMTR was scheduled for hearing on renewal some four years ago, it was said, in connection with complaints regarding its operation, but the hearing was not held and a regular renewal had been issued.

MILITARY SERVICE has claimed a total of 353 NBC men and women employes. The departure in August, of 21 additional NBC workers brought the number to the present figure. The break-down is as follows: New York, 252; Chicago, 33; Hollywood, 28; Denver, 14; Washington, D. C., 13; Cleveland, 7; and San Francisco, 6.

Considered FROM EVERY ANGLE

WSPD Is Your Best Bet In

Northwestern Ohio and Southern Mich.

Take a look at this great industrial market from every angle. Then—match point for point, the advertising services you receive when you use WSPD. Power? You bet, 5,000 watts night and day! Program appeal? The finest, being a basic NBC station, WSPD offers its listeners seven of the top ten network shows of the nation. Then add our merchandised local programs and what do you get? A sound advertising medium, backed by twenty-one years of experience in radio. Use Toledo's finest to reach the buy-minded listeners of Northwestern Ohio and Southern Michigan's busy, growing industrial market. Get the facts! Katz represents us Nationally.

A BASIC NBC STATION

WSPD

A FORT INDUSTRY STATION

"Since 1921 The Voice of Toledo"

TOLEDO • OHIO

RECORDERS ELECT REEVES PRESIDENT

HAZARD E. REEVES, president of Reeves Sound Recording Studios, New York, who has been serving as temporary chairman of the Assn. of Recording Studios since its organization in August [BROADCASTING, Aug. 10], was elected president at a luncheon Sept. 23 in the Hotel Edison, New York.

Vice-president is K. R. Smith of Muzak Transcriptions; Maurier Wolsky of Advertisers Recording Service, was elected secretary, while Ray Lyon of WOR Recording Service, was named treasurer. The balance of the board consists of Harry Jackson, Frankay and Jackson Recording Studios; Len Frank, Carnegie Hall Recording Co., and Ezekiel Rabinowitz, Audio-Scriptions Inc.

E. V. Brinckerhoff, president of General Sound Corp., spoke on participation of recording studios in work distributed by the Government. Mr. Lyon described the layout and design of WOR's new recording studios and after the luncheon, took interested members on a tour of inspection of the studios. Next meeting will be held in mid-October, according to Mr. Reeves.

SPOT SALES INC., New York station representative, has moved its offices from 20 E. 57th St., to 400 Madison Ave., the telephone remaining the same.

NO RATIONING OF INK interfered with this contract between an oil company and WWNY, Watertown, N. Y. Executives of Socony Vacuum Oil Co. and station officials are making official a year's contract for two 10-minute newscasts seven days a week. At the table (l. to r.) are C. A. Snyder, radio director for J. Sterling Getchell, agency; John R. Winter, district sales manager for Socony; Thomas E. Martin, station manager of WWNY. Standing, Louis Saiff Jr., commercial manager of WWNY, and Ralph H. Hotchkiss, Socony executive.

Dr. Mitchell to WFBC

DR. NICHOLAS P. MITCHELL, prof. of political science at Furman U, Greenville, S. C., has joined WFBC, to replace James Dawson, news commentator who has been commissioned a lieutenant in Naval Intelligence. Dr. Mitchell will deliver an 8:40 a.m. and 6:45 p.m. commentary daily.

MBS at Co-op Sessions

THREE leading representatives of consumer and purchasing cooperatives will participate in a special broadcast on MBS Sept. 28 from the convention in Minneapolis of the Cooperative League of the U.S.A., which will start a transcribed campaign Oct. 11 on 26 stations [BROADCASTING, Sept. 21]. Entitled *Pan-American Good Neighbor Night*, the program will present H. L. Fowler, president of the Consumers Cooperative Refineries of the Saskatchewan Cooperative Wholesale Society; Senor S. Ramirez, head of the cooperative division of the Mexican Govt., and Murray D. Lincoln, president of the Cooperative League of the U.S.A.

Cigar Cycle

CONSOLIDATED CIGAR Corp., New York, has entered another cycle for its transcribed five-minute announcements, *Stand By, America*, with a 13-week renewal on 25 stations throughout the country, following the completion of a 39-week run. Transcriptions, aired three to five times weekly, on behalf of Harvester cigars, feature a narrator and sound effects. Erwin, Wasey & Co., New York, handles the account.

FCC Order Allows Frequency Shifts

Freeze Is Slightly Modified After Committee Study

ACTING ON a recommendation of its three-man committee for reappraisal of the FCC's equipment freeze policy, the Commission last Tuesday ordered slight relaxation of its interpretation of the April 27 freeze order to permit applications involving shifts in frequencies in which no materials will be used other than quartz crystals.

The committee, headed by Commissioner T. A. M. Craven and comprising C. J. Durr and George H. Payne, was named Aug. 18 to study pending applications and problems arising under the materiel shortage regulations [BROADCASTING, Aug 24].

The committee, the FCC announcement said, will make further recommendations relative to the April 27 freeze order. Following is the announcement on quartz crystals:

The Commission Sept. 22 relaxed slightly its interpretation of the Memorandum Opinion of April 27, 1942, in order that applications involving shifts in frequency in which no materials will be utilized other than quartz crystals, may be granted, provided:

(a) Such applications involve no inconsistencies with Order No. M-146 of the War Production Board relating to quartz crystals;

(b) Such applications involve no engineering conflict with any other application pending at any time since Feb. 22, 1942;

(c) Such applications involve no inconsistencies with the Commission's Rules and Regulations;

(d) Such applications tend toward a fair, efficient, and equitable distribution of radio service, are consistent with sound allocation principles and offer substantial improvement in standard broadcast service; and

(e) Such applications are otherwise in the public interest.

Planter's Songs

PLANTER'S EDIBLE OIL Co., New York, has started a six-weekly quarter hour of songs on WOV, New York, featuring Nick Consentino, radio singer, and has launched a similar program on WPEN, Philadelphia, both for peanut oil. Campaign runs from September thru May of next year. Pettinnello Agency, New York, handles the account in the eastern area. Raymond R. Morgan, Hollywood, is agency for the West Coast.

ONE Outstanding Market

Farm income, alone, in the WTAD area is well over 100 million dollars. Well worth going after.

with ONE Selling VOICE

64% name WTAD as "Listened to most often" in a recent survey (4,323 interviews) in Quincy general area (50-mile radius). Why take less?

about which ONE Retailer Says

Fred Sasse, Manager of Block & Kuhl Department Store, Quincy: "Rad o has been effective for us in the past. It's doing a splendid job for us now."

You're Selling IS Effective on WTAD

—Because Radios Keep Tuned to . . .

"930 on the Dial"

WTAD

QUINCY, ILL. C. B. S. 1000 Watts

THE KATZ AGENCY National Representative

PLEASE READ . . . TWICE

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathies to the time buyer.

Allis-Chalmers, The Portland Cement Association, Park and Pollard, Babson Brothers Company of New York, Olson Rug Company WANTED RESULTS—not blue skies. Why not ask them about

WHCU

ITHACA, NEW YORK

1000 WATTS CBS 870 KC

SACHS 20 YEARS OF RADIO

New York Furniture Store Plans Dinner to Celebrate Broadcast Anniversary

A CELEBRATION of its 20th year of continuous radio advertising, Sachs Quality Furniture, New York, on Oct. 2 will hold a dinner at the Waldorf-Astoria Hotel, featured by a half-hour broadcast on WMCA, New York, station used by the furniture store since 1925 when WMCA, was organized.

Early records of the company's first broadcasts are lost, according to Sachs executives, who recall, however, that Sachs first used radio in 1922, spending $50 a week on an experimental station, which later developed into WMCA. Since then, the store has invested millions in radio, using most of the New York stations at one time or another, and still sponsors the variety show *Three Little Sachs* on WMCA, Sundays, at 1:30 p.m.

As a feature of the anniversary, Sachs hopes to gather together as many as possible of the announcers and artists who have broadcast on its programs during the last two decades. These include David Ross, Mark Hawley, Norman Brokenshire, John Frazier, A. L. Alexander, Frank Knight, Norman Pierce, N. T. G., Gus Van, May Breen and Peter de Rose. One of the first commercial radio accounts, Sachs was WMCA's first sponsor.

Larry's Customer

WHEN Larry Elliott made a surprise bond-selling announcement on Adelaide Hawley's *Woman's Page of the Air* program on WABC, New York, the resultant sale was $3,500 worth of war bonds in a half-hour. The prize fan was a woman listener who phoned Elliott every five minutes during the broadcast, buying a $100 bond each time she called.

Green-Revel Split

BROADCAST MUSIC Inc., which held controlling interest, having withdrawn its support, Greene-Revel Inc., Hollywood music publisher, is being dissolved. With Abe Frankl as general manager, Mort Greene and Harry Revel, song writers, operated the publishing firm. The song-writing team has broken up. Greene and Revel made their deal with BMI during the ASCAP-broadcasters controversy, and licensed their music direct to radio stations under provisions of the consent decree. They recently returned performance rights of their music to ASCAP. Disposition of the firm's copyrights, some 20 in number, has not been determined.

Serial Changes

A RADIO CHARACTER will be kept alive, although the program in which she figured has gone off the air, when Irna Phillips, script writer for *Women in White* transfers "Karen Adams", nurse featured in that CBS serial, to NBC's *Road of Life*, also a hospital drama. *Women in White*, discontinued last week on CBS by Procter & Gamble, Cincinnati, for Oxydol, is replaced starting this week by *Ma Perkins* for the same sponsor. *Road of Life* also a P & G program, is aired on behalf of Duz.

Scroll for Barber

RED BARBER, sportscaster of the Brooklyn Dodger games on WHN, New York, has received a scroll from the Brooklyn Red Cross, "in grateful appreciation for his part in bringing the world of baseball and thousands of Dodger fans into the Red Cross Blood Donor program."

Legion Honors Blue

TO THE BLUE network last week went the American Legion Auxiliary's seventh consecutive radio award for the "greatest overall contribution to our war effort." Each of the four networks competed for the award by submitting the names of radio series, consisting of four or more programs which would tend to "awaken the complacent, inspire confidence and increase production for the war effort." The period covered was from Dec. 7, 1941 to June 1, 1942. In a special award ceremony broadcast on BLUE on the concluding day of the Legion convention Sept. 21 in Kansas City, the award, an engraved plaque, was presented to E. R. Borroff, vice-president in charge of the BLUE's central division, by Mrs. Eben P. Keen, chairman of the Auxiliary's National Radio Committee.

SESAC Bond Drive

STATION RELATIONS staff of SESAC, which has been serving as a liaison between the Treasury Dept. and the broadcasting industry in the sale of war bonds, contacted 269 stations in 173 cities from coast to coast during August in connection with the campaign, SESAC reports. Only 12 States remain to be contacted by the SESAC staff and these are being covered rapidly.

Fuel Converter Plans

GREAT EASTERN FUEL Co., Brooklyn, has named Director & Lane, New York, as agency for Convert - O - Grate conversion method. In view of the urgency of fuel conversion, the company was to start spot radio in the Brooklyn and Queens area the week of Sept. 28, although stations and details have not yet been announced.

NBC War Programs Up

AN INCREASE in the amount of NBC time devoted to the war effort is revealed by the networks program analysis department, with the announcement that a total of 29 hours and 49 minutes was allotted to the objective in the last two weeks of July, as compared to 23 hours and 35 minutes during the first half of the month.

NEW AND POWERFUL!

WPDQ

5,000 WATTS • DAY and NIGHT • 1270 K. C.

WHERE? JACKSONVILLE, Florida—covering the rich trading territory and the numerous Army and Navy establishments of northern Florida and southeastern Georgia with the strongest signal in the area.

WHAT? A COMPLETE new radio station with the most modern studio and transmitter equipment, including a 4-tower night-time directional antenna . . . an experienced staff . . . a policy dedicated sincerely to the public interest.

WHEN? ON THE AIR October 10 with 17½ hours daily of lively programs . . . friendly announcers . . . and Associated Press News on the hour. Why not schedule spots or transcriptions for the historic opening week when public interest will be at a high level?

PROGRAMS? Geared to listening tastes of the rich southeastern market, offering the finest shows the South's largest independent station can produce. Music! News! Sports! Service!

RATES? WPDQ'S RATE structure is attractively low despite its blanket coverage of the richest trading area in the Southeast. See Standard Rate and Data or request a rate card.

Meet

Pronto!

Pronto is the lively symbol of the spirit of WPDQ. He's on the job every minute, making sales for your products, making friends for you.

Take advantage of the unique position and dominant power of WPDQ in the Southeastern market. Don't overlook the active popular interest in this new station. Take advantage of this interest to schedule spots and transcriptions now.

Station WPDQ

Jacksonville Broadcasting Corporation

Gulf Life Building

JACKSONVILLE, FLORIDA

Represented by: George P. Hollingbery Co., Graybar Bldg., New York, N. Y.

AP

KHQ-KGA, Spokane, Wash.

. . . your radio wire is the best that I have met—and I have met them all.

J. M. Bemis,
News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

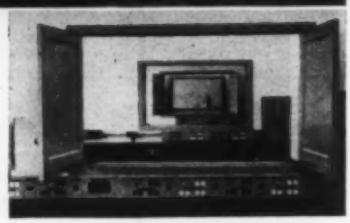
Headley-Reed Co.
National Representatives

I Want more sales in Central New York?

THE PULL-POWER AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

RCA's New Laboratory at Princeton Opened at Formal Dedication Ceremony



RCA RADIO RESEARCH will be considerably extended as a result of the latest facilities housed in the new laboratories at Princeton, N. J., which were formally dedicated Sept. 27. The main structure (pictured above) was started Aug. 8, 1941 and by Nov. 15 of the same year its cornerstone was laid; this month the construction workers left and the research scientists and engineers moved in. Covering 260 acres the new laboratories are equipped to push the war needs of the services in radio and electronic research. Pictured at the right are the optic laboratory bays connected by door-like windows in the walls to allow long focuses through the rooms. Each work bench is well equipped with electric service outlets on the panels above the benches and spigots for air, gas, water, hydrogen and oxygen supply on the front of the beach.

SEVERAL hundred invited guests attended the dedication ceremonies Sept. 27 of the new RCA Laboratories in Princeton, N. J., with Lt. Gen. James G. Harbord, chairman of the board of RCA, presiding. Other dedicatory addresses were made by Col. David Sarnoff, president of RCA and now on active duty with the Army Signal Corps in Washington, and Otto S. Schairer, vice-president in charge of RCA Laboratories.

Secrecy will necessarily shroud the developments made in the laboratories and Mr. Schairer emphasized this saying, "When we leave here today, the gates will be closed to others than war workers. These structures will then be as much a part of the nation's armament, as are its arsenals and forts. The men who work here will be as much members of its armed forces as if they were in the trenches on the battlefields. The work they do will be military secrets carefully guarded against leakage or intrusion."

After the War

But he quickly added, "when the war ends, and the ban of secrecy is lifted, the recital of accomplishments will thrill all of us and fill us with justifiable pride."

Ralph R. Beal, director of research, explained some of the working details of laboratories. Spread out over a 260 acre area, the laboratories represent the latest scientific bulwark to back our fighting forces in the war and to help build a stronger nation after the war as a result of scientific research.

Begun a little over a year ago, the laboratories already house the research engineers and scientists who are devoting considerable energy to radio and electronic research. The corridors on each floor of the three-story building are 488 feet long. In all there are 150 laboratory bays opening on to the corridors each being a laboratory in itself. The laboratories are supplied with water from two 300-foot wells at the rate of 600 gallons pumped per minute. All the services of gas, electricity, water and gas flow in conduits on the basement ceiling under the main corridor. Each of the laboratory bays is well lighted since the building faces west gaining the advantage of the afternoon sun, supplemented by modern indirect lighting, and casts no shadows.

The work benches in each bay are equipped with many AC and DC current outlets on an ample panel at various voltages. There are also taps on the bench for air, gas and water as well as hydrogen and oxygen where necessary. The bays are flexibly constructed to allow easy alteration in case it is necessary to change the size of the rooms.

Video Research

The floors are composed of one-inch cement top, beneath which is a 3-inch section of porous cement and then the floor base. Each bay is well provided for air circulation and one side is almost all windows. Three laboratories are air-conditioned—the chemical laboratory, the electron microscope room and the glass optics division.

Ample room has been provided for television with a research laboratory which adjoins a control room and two-story studio, 36 x 48 feet, designed for normal sound characteristics. Other types of laboratories include optics, for making measurements using light; a chemical laboratory, where exhaustive studies of the art of luminescence will be made in search for methods to amplify light as efficiently as electronic tubes amplify sound; an acoustical laboratory; a cathode ray laboratory; as well as a variety of machine shops and departments which provide auxiliary service essential to the operation of the laboratories.

The stock room, for example, contains 20,000 different parts which might be needed in making electronic equipment such as capacitors, tube sockets, rubber grommets, insulators, volume controls, potentiometers and all conventionally fabricated parts.

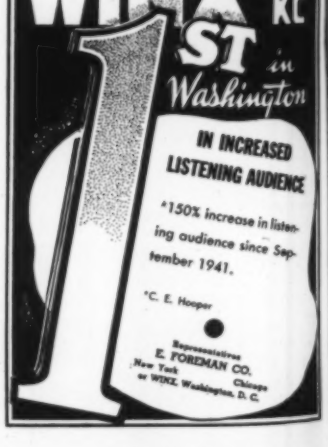
In addition, the building contains a technical library "complete in the communications field" as well as a reading room and a vault for technical papers and notebooks. To care for the appetites of men working on the premises there is a modern kitchen and cafeteria capable of serving 180-200 persons at a time.

Overtime Ruling

BEGINNING Oct. 1, Presid... Roosevelt's executive order gov... ing overtime pay takes effect. As direct effect, double time is outla... except in such cases where ... ployes work seven days in a ... then they receive double time ... the seventh day of work. Time-a... a-half must be paid on New Year's July 4, Labor Day, Thanksgivi... Christmas, Memorial Day or ... other holiday of greater local ... portance. Otherwise the provisi... of the Wage & Hour Act or of la... contracts prevail.

P & G Serial Moved

PROCTER & GAMBLE Co., Cincinnati (American Family soa... American Family flakes), on Sep... 28 will shift *Painted Dream*... quarter-hour dramatic serial fi... days a week on WBBM, Chicago... to WMAQ, Chicago. Program whic... will celebrate its 12th anniversar... on the air Oct. 15, is also hear... on WGN, Chicago. Agency is H... W. Kastor & Sons, Chicago.



WI RADIO SECTION officials met with network and agency executives Chicago last week. Among those attending were (seated, l to r), Doug- W. Meservey, OWI deputy radio chief; William B. Lewis, OWI radio ief; R. Jack Scott, chairman of the Chicago radio committee for the WI. Back row (l to r) are Frank P. Schreiber, manager of WGN; Kay yser, chairman of the OWI talent committee of 25; Nat Wolff, OWI puty radio aide; Seymour Morris, OWI chief of allocations; Leo Bur- tt, member of the advertising agency advisory council; and Lieut. lman Faust, officer in charge of radio for the Ninth Naval District.

WI STATES AIMS TO CHICAGO BODY

O ACQUAINT Chicago agency d radio executives with the prob- ms and objectives of the OWI, the dio Branch of the OWI under e direction of William B. Lewis ld a one-day session in Chicago st Monday.

OWI officials, including Mr. ewis, Douglas Meservey, Seymour orris and Nat Wolff, Hollywood nsultant, addressed a morning ession at the Tavern Club at which ay Kyser, chairman of "the Com- ittee of 25", and S. Heagen ayles, vice-president of Ruthrauff Ryan, New York, chairman of e radio advisory council, also oke. An afternoon session was ghlighted by a plea from Kay yser for all out agency and station operation with OWI. This was the cond of three scheduled meetings, e first in New York, Sept. 18 and e last in Hollywood, Sept. 24-25 BROADCASTING, Sept. 21, 1942].

Burnett Presides

Over 250 Chicago agency copy- riters, timebuyers, network and tation officials attended the after- oon session which was held in the GN theater studio and presided er by Leo Burnett, member of the dvertising council and president Leo Burnett Co.

Under the direction of R. J. Scott Schwimmer & Scott, a radio com- ittee of Chicago agency executives act as liaison with OWI, has en set up. On the committee are ohn Gordon of Needham, Louis & rorby; H. K. Kahn, H. W. Kastor Sons Adv. Co.; L. T. Wallace, ubrey, Moore & Wallace; George ayard, Russel M Seeds Co.; enry Rahmel, Blackett-Sample- ummert; James G. Cominos, BDO; Walter A. Wade, Wade dv. Agency.

A Chicago facilities committee r network cooperation was also rganized with representatives rom the four networks, Frank chreiber, MBS; Jack Van Volken- urg, CBS; Harry Kopf, NBC; nd E. R. Boroff, BLUE.

Belgian Spot Campaign Extended to Five Cities

BELGIAN Information Center, New York, official branch of the Belgian Government in Exile in London, which launched a campaign of spot announcements and news programs on WCFL WJBK WSAI WTCN and WHK, July 13, has expanded to five additional markets—Lincoln, Neb., Richmond, Fort Worth, Dallas and Baltimore.

Purpose of the drive is to build up a mailing list for *News From Belgium*, weekly publication, describing Belgian underground resistance to Nazi domination and designed in part to help maintain trade contacts between America and the Belgian colonies, particularly in view of post-war commerce. Agency is Albert Frank-Guenther Law, New York.

STRETCH MILLER, chief announcer of WCBS, Springfield, Ill., has enlisted in the Navy as a seaman first class. Staff members of WCBS tendered him a party on his departure and presented a recording that reenacted embarrassing moments he had experienced during his 2½ years on WCBS.

Canadian Air Discs

ROYAL CANADIAN Air Force on Sept. 21 started paid transcribed dramatized five-minute programs on all English language Canadian broadcasting stations in connection with a recruiting campaign for aircrews. On the 14 French language stations, 13 half-hour dramatic programs start Sept. 20. Talent for the commercials on these RCAF recruiting programs is supplied by men in the RCAF and the programs dramatize as well as present the men who have won decorations with the RCAF and RAF overseas. Tied in with the campaign will be numerous sustaining shows and interviews on individual stations, and plans are being formulated for a weekly network show. The programs are produced by the radio committee of the Advertising Agencies of Canada.

Duncan at KOIN

CHESTER DUNCAN, music education director in Portland public schools, has been made head of public relations at KOIN, Portland, Oregon. He will replace Art Kirkham, who has been named second vice-president of the station. Duncan graduated from the U of Washington and was supervisor of music instruction six years in schools in Vancouver, Wash., before his appointment with the Portland schools.

WHBQ Names Rambeau

APPOINTMENT of William G. Rambeau Co. as exclusive national representatives for WHBQ, Memphis, has been announced by E. A. Alburty, manager.

VIVA (Ky.) AIN'T WORTH CHEERING ABOUT!

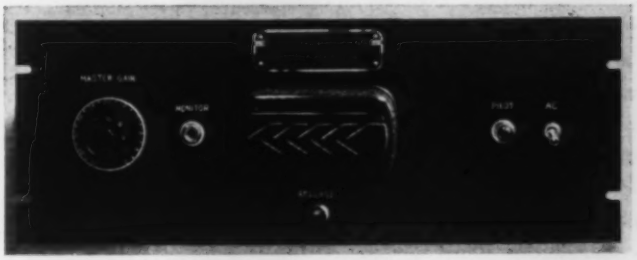
Although WAVE reaches the distant little town of Viva (Ky.), we're not shouting about it. What we *do* consider worth mentioning is the fact that WAVE *completely* covers the Louisville Trading Area—home of 1,336,000 people who make 17.1% *more* retail purchases than the rest of Kentucky *combined!* So—if you want Louisville, you want WAVE! Incidentally, our low rates are worth cheering about, too! Look us up, and see.

LOUISVILLE'S WAVE

5000 WATTS ... 970 K. C. ... N. B. C.

FREE & PETERS, INC. National Representatives

ALERT ALARM For *INTERCEPTOR STATIONS*



BROADCASTING STATIONS all over the country are quickly being added to the interceptor command alert. To properly know when an alert signal somes through from the key station you must have a signalling system that filters out the program and leaves only the actual signal which sets off a loud ringing bell to warn your operator of this alert and to act accordingly. Gates has developed this and it is now ready. A line on your station letter head will bring this catalog bulletin.

GATES RADIO & SUPPLY COMPANY
MANUFACTURING ENGINEERS
Quincy, Illinois, U. S. A.

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

in the CONTROL ROOM

JACK QUINN, combination man, of KJBS, has resigned to join the technical staff of KGEI, General Electric shortwave station, San Francisco.

SEYMOUR ALLEN, assistant radio operator of KFRO, Longview, Tex., has resigned and is in defense work in Chicago.

PAT MILLER, engineer of WOR, New York, has resigned to join the OWI as field representative in the capacity of radio-photo engineer. Another vacancy in the station's engineering division occurred with the departure Craig to enter the Army.

ROBERT R. CLEARWATER, former control operator of Newburgh, N. Y., is technician at WBRK, Pittsfield, Mass.

JOHN K. MOORE, radio engineer of WJNO, W. Palm Beach, formerly with WJBY, Gadsden, Ala., WCOC, Meridian Miss., and WALA, Mobile, Ala., is civilian instructor in the Signal Corps Radio School, Camp Murphy, Fla.

JOE RHODES, new to radio, has joined the engineering staff of WTJS, Jackson, Tenn. C. W. Jones, formerly with WHOP, Hopkinsville, Ky., is with the WTJS transmitter staff.

WINKIE WILEMAN, formerly of KDB, Santa Barbara, Cal., has joined KTMS, that city, as chief engineer. He succeeds Homer Gaudreau, who joined the Navy.

ED SHEDD, formerly in charge of music clearance, has rejoined KTMS, Santa Barbara, Cal., as technician-announcer.

ROY FULLER, of the engineering staff of WTRY, Troy, married Eileen Joyce.

HARRY DENNIS, engineer of WJW, Akron, entered the Navy Sept. 15.

JIM PHILLIPS, engineer of WBBM, Chicago, has enlisted in Navy reserve deck officer training at Albion College, Mich., for training as an ensign.

HARVEY WEHRMAN, chief engineed of KLZ, Denver, recently married Nola Nelson.

LEO LAKJER, formerly with WPEN, Philadelphia, and RCA, has joined the engineering staff of WFIL, Philadelphia, replacing Charles Coleman, now a lieutenant in the Army Air Forces.

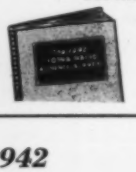
ALBERT T. McDOWELL, engineer of WIBG, Glenside, Pa., and Louise Hutson have announced their engagement.

WHAT STATION IS "LISTENED TO MOST" BY 55.7% OF IOWA?

Newest survey tells all!

The biggest and best of the famous "Summers-Whan" surveys on Iowa radio audiences. Gives all the facts plainly, impartially—listening trends, station and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost!

Address Dept. S,
CENTRAL BROADCASTING CO.
Des Moines, Iowa



← GET THIS BIG BOOK TODAY!
No Cost
No Obligation

FORMER RADIOMEN now on tour with the Army War Show got together in Chicago recently at the end of the show's run in Soldier Fie to pose for this shot supervised by Pvt. Bert Parks, former netwo announcer, sharing announcing duties on the Army show with Robe Waldrop, former NBC-New York announcer. Now attached with t Signal Corps, the men are (l to r) Clark Jones, WRGB, Schenectad television station; Raymond Schuster, WHBI, Newark; Lyman H. Smit WHCU, Ithaca; Leonard Rodkey, WJW, Akron; Howard L. Tupp WGY, Schenectady; V. C. Woodworth, KVCV, Redding, Calif.; Wilfr E. Schmidt, WAAT, Jersey City.

H. Clyde Snook

H. CLYDE SNOOK, inventor of the X-ray transformer and other roentgenological devices, wireless expert and consulting engineer, died Sept. 22. He was at one time wireless expert with Queen & Co., Philadelphia, and later was vice-president of the Victor Electric Corp., Chicago. He also served as electrical engineer with Western Electric Co. and was with Bell Telephone Labs. He was a fellow of the American Institute of Electrical Engineers and the American Physical Society.

KEN HESTOR, formerly of KWFC, Hot Springs, Ark., and WERC, Erie, Pa., is now in the naval reserve as radio technician, second class.

LEE RANDON, sound effects technician of WBBM, Chicago, has joined the Army Signal Corps enlisted reserve as a radio technician, and will train in Chicago.

IRVIN MITCHELL, of the Police Radio Transmitter at Woodside Park, Philadelphia, has been added to the engineering staff of WFIL, Philadelphia.

JOHN J. HANDSCHETZ, engineer at WHAT, Philadelphia, joined WIP, that city, and married Dorothy M. Passaur, script reader of WHAT.

HARVEY GLATSTEIN, transmitter supervisor of WCKY, Cincinnati, has been appointed instructor of radio classes in a Government vocational school, but will continue his station work. Paul Holton, former chief engineer of WCLO, Janesville, Wis., has joined the WCKY transmitter staff.

PAUL MADELEY and Charles Thompson, both new to radio, have joined the transmitter crew at WGBR, Goldsboro, N. C.

ROBERT SNYDER, summer relief engineer of WFIL, Philadelphia, assigned to the transmitter, leaves at the end of the month to enter Purdue U.

DOUGLAS ELDRIDGE, control operator of KDYL, Salt Lake City, is the father of a boy.

ED BERNHEIM, studio engineer NBC-Chicago, has been commissioned captain in the U. S. Army. He will succeeded by Henry L. Cavanah, formerly of WBAA, Lafayette, In WSAV, Savannah, Ga., and WPA Paducah, Ky.

WELLS CHAPLIN, transmitter eng neer of KWK, St. Louis, is the fath of a boy.

NELL GROVER, formerly of KPC Port Arthur, Tex., and graduate Port Arthur Radio College, is t first woman control engineer at KAR Little Rock, Ark. George Rogers, fo mer Boy's Club radio instructor, a Paul Waller, radio serviceman f eight years, have joined the engineeri staff.

BILL CHAMBERS and Fred Pries engineers of WWNY, Watertow N. Y., have resigned to enter the Si nal Corps School at Paul Smith Charles Scanlin has joined the eng neering staff.

HERBERT O. KIMBERELY, assist ant engineer at WLOL, Minneapoli has been commissioned lieutenan (s. g.) in the Navy. Merle Bjork, a sistant engineer at WLOL, has joine the Army Air Corps as a flying cadet.

CARL LEE, studio and transmitter technician of WKZO, Kalamazoo Grand Rapids, has become chief en gineer, replacing Arthur Covell, wh joined the Electronics Division, U. S Army.

FRED WAMBLE, chief engineer o WCRS, Greenwood, S. C., has re signed to accept the same position a KGVO, Missoula, Mont. H. E. Mag gini, KGVO transmitter engineer, ha accepted a civilian position with the Army Signal Corps.

CARLTON MODLIN, transmitter operator of WCRS, Greenwood, S. C., has joined the Navy.

EDDIE KEIM, with the engineering staff of WWVA, Wheeling, W. Va., since 1929, is now chief engineer, replacing Glenn Boundy, who has been commissioned first lieutenant in the Army signal corps at Fort Monmouth, N. J.

JOSEPHINE R. YATES, of the transcription department of KOMO-KJR, Seattle, has enlisted in the WAVES for a four-month training course to qualify as an ensign.

KARM
CBS • 5000 watts
FRESNO, CALIFORNIA
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Committee Report

(Continued from page 9)

ation of Musicians would be unble to them after Aug. 1, 1942. fly, this order prohibits all musi- who are members of the Ameri- Federation of Musicians from g phonograph recordings or ra- sical transcriptions. Mr. Davis and is concerned because the ion of making such records, and sultant drying up of the supply dversely affect the morale of the forces of the United States, such records are widely used in anically operated devices in the of the services, in recreation and in the United Service Or- ation centers, both in this coun- and abroad.

Effect on Stations

r. Davis was also alarmed because e probability that the cutting off e supply of records and radio scriptions would ultimately cause small radio stations to cease tions, thereby interfering ma- ly with the dissemination of war mation from his office. Mr. illo, for the American Federation Musicians, replied by letter to Mr. is that he could not rescind the in question.

wo other representatives of the ernment departments, Mr. James rence Fly, chairman of the Fed- Communications Commission and War Communications Board, and Thurman Arnold, chief of the -Trust Division of the Dept. of ice, also indicated clearly that the lem presented by Mr. Petrillo's was one for congressional tiny.

Mr. Fly pointed out the serious ad- e affect of the order on hundreds mall radio stations throughout the try which depend to a large ex- for musical programs on music scriptions such as are barred by Petrillo ban. He noted that the o is an important communications in wartime and that it is a mat- of serious concern to the United tes Government should many ra- stations find it necessary to close a result of inability to supply grams.

Mr. Arnold, who is in charge of Government's anti-trust suit inst the American Federation of sicians and its officers, explained the subcommittee the basis of the t, the position of the Dept. of Jus- in the case, and its general policy h respect to anti-trust actions. Mr. nold regards the position taken by American Federation of Musicians a restraint of trade in violation of w.

Florida Incident

Also testifying briefly were Mr. mes Nemic, an attorney at law of st Palm Beach, Fla., who de- ibed an incident affecting the serv- s of an Army band at a war bond ly in his community; and Mr. seph M. Padway, general counsel the American Federation of Labor, of which the American Federation of Musicians is an affiliate, who denied that Mr. Petrillo had personally ordered the ban on recorded music, explaining that he was merely carrying out the orders of the national convention of his union.

The committee is of the opinion that the problem presented by this resolution is an urgent one. This nation is engaged in a great war to preserve the free democratic system, and the conduct of that war in the best and most efficient manner is threatened by the acts and practices which this resolution proposes the Senate shall investigate.

The Committee on Interstate Commerce of the Senate recommends that SRes. 286 be adopted.

Scratchless Needle

NEW phonograph needle which claims to eliminate "needle talk" so it is no longer necessary to close the top of the phonograph, is being marketed by Jensen Industries, Chicago. The "Concert Needle" has a point made from alloy of precious metal from a design said to reduce wear on the record, as well as scratch.

Two Philadelphia Papers Criticize Petrillo's Ban

PHILADELPHIA newspapers resumed their editorial barbs against James C. Petrillo, president of the AFM, as a result of Elmer Davis' testimony before the Senate subcommittee. The *Philadelphia Inquirer*, the only local newspaper which has continually attacked Petrillo editorially, continued its tirade on Sept. 18. Reviewing Mr. Davis' testimony that the ban on recordings might force more than 150 small stations "to go out of business," and that it means also "a serious deprivation to our soldiers, sailors and Marines at home or at distant outposts," the newspaper urged legislation to curb "labor bosses of the Petrillo type."

The conservative *Bulletin*, for the first time taking editorial note of the recording situation, reviewed the impasse in a Sept. 19 editorial, pointing out that the Government, the public, the soldiers and sailors are all against the attitude adopted by the AFM, and then suggested "it would be interesting to find out what the members of his (Petrillo) own union think of a leader who has succeeded in putting them behind the eight ball with everybody at once."

"IT'S MORE THAN FRIENDSHIP," smiles Suzy our Steno. "When a prominent department store recently renewed their daily quarter-hour program for the *9th consecutive time*, they did so because WSAI *produces*.

"The same sound reason has caused an optical company, a dry cleaning firm, a large bakery, a coal dealer, a furniture house, a large drug chain to sponsor *programs* on WSAI continuously *for four years or more!* In buying Cincinnati, profit from the experience of these and many other WSAI advertisers who know that WSAI *gets more results!*"

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Would you *FIRE THE WATCHMAN?*

Suppose your plant shut down. Would you leave the machinery to rust? Would you leave the windows to be broken and the paint to peal off?

Hardly! To protect your capital assets you'd keep a whole crew of watchmen cleaning, painting, preserving your property.

Yet most businesses have actually made a larger investment in good will than in production machinery. That investment must be protected just as carefully.

Radio, which gives people something they really value—entertainment—to remember you by, is one of the best watchmen for your good name!

CFRB

TORONTO

860 KILOCYCLES

"WHEBBY" Says:
WHEB profits pacify and produce for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.
WHEB
Portsmouth, New Hampshire
Boston Rep.: BERTHA BANNAN

MORE COVERAGE per DOLLAR in the RICH TRI-CITY MARKET
WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

KTAR
Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H. RAYMER COMPANY

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Schenley to Start Program on MBS

Cresta Blanca Wine Will Be Promoted on New Series

CRESTA BLANCA WINE Co., a subsidiary of Schenley Distillers Corp., New York, the first wine account to sponsor a network program, will launch a variety show on 64 Mutual stations, Wednesday, Oct. 14, to be known as *Cresta Blanca Carnival.*

Deal follows negotiations for the past several months with the major networks, several of which demurred, it is understood, at the idea of taking on Cresta as a sponsor, largely because Schenley insisted on coupling its name with that of its product on the air.

The Schenley trade name was believed to be too generally associated with hard liquors to warrant the risk of having listeners think the network was allowing its facilities to be used for advertising whiskey, provided further that wine itself was an acceptable sponsor to both local outlets and listeners.

Talent Selected

Mutual has agreed to accept the account under Schenley's conditions and will present the Carnival program each Wednesday, 9:15-10 p.m. from the WOR Playhouse in New York. Jack Pearl, comedian, will star in the show, assisted by his habitual stooge, Cliff Hall.

Music will be supplied by Morton Gould and his orchestra, with Brad Reynolds, singer, and Jean Merrill, Metropolitan Opera star, contributing the vocals. Jack Pearl's copy will be written by Billy K. Wells. William H. Weintraub Co., New York, agency on the account, is producing the program, with Arthur J. Daly, newly-named radio director, handling scripts and production.

Contract represents a major step ahead in radio for the wine industry, which in BROADCASTING, April 6, was reported to be launching into the biggest radio season of name and direct sales advertising in its history, on individual stations throughout the country.

Now Capt. Thompson

GRIFFITH B. THOMPSON, former general manager of WBYN, Brooklyn, and formerly general sales manager of the Westinghouse stations, has been commissioned a captain in the Special Services Branch of the Army and is attached to its radio section in New York. He resigned his Brooklyn post to accept the commission.

Sweetheart on 70

MANHATTAN SOAP Co., New York, is using participations from three to six times a week on 70 stations throughout the country for Sweetheart Soap, placed through Franklin Bruck Adv., New York.

Insurance Series

NORTH AMERICAN Accident Insurance Co., Newark, in a seasonal campaign to be launched this fall and continue through next spring, will sponsor five-minute and quarter-hour programs on 25 to 30 stations. Agency is Franklin Bruck Adv., New York.

VINYLITE PROBLEM SOMEWHAT EASED

UNABLE TO predict the shape of Vinylite allocations to come for October, WPB officials only repeat the correlation between military and civilian needs [BROADCASTING, Sept. 14] and urge the necessity for salvage of every possible transcription record.

Tension in the recording industry over the Vinylite situation and the possibility of further Governmental curtailment of the amount of this material for use in the manufacture of transcriptions had noticeably eased last week. Companies in the New York area queried by BROADCASTING stated that they had reasonably good supplies on hand and that the stations were showing complete cooperation in returning old discs to the pressing plants.

One manufacturer said that one station had written him to say that it was shipping 6,000 16-inch recordings which had been found piled up in the station's stockroom, where they apparently had been resting for years. While such a discovery is probably unusual, numerous finds of sizable supplies of scrap have been reported and the consensus is that the industry could run for at least six months even if the supply of new Vinylite were completely shut off.

There were however some less optimistic transcription company executives who doubted if scrap alone could keep the industry going, although they praised its value as a means of supplementing the monthly allotments of new material.

Gilmore N. Nunn Joins Air Transport Command

GILMORE N. NUNN, president of WLAP, Lexington; WCMI, Ashland, and KFDA, Amarillo, has been commissioned a first lieutenant in the Army Air Forces and assigned to the Air Transport Command headquarters in Washington. He will receive instruction prior to opening an office for the Air Priorities Control Division for Air Transport Command in New Orleans. The branch is in charge of personnel transportation and cargo shipments.

Mr. Nunn

Lt. Nunn's father, J. Lindsay Nunn, well-known publisher, will generally supervise the operations of the three stations. Ted Grizzard has been named station director of WLAP; Warren G. Davis in a similar capacity at WCMI; and Howard Roberson at KFDA.

RADIO DOES ITS BIT for the Red Cross Blood Bank. When Mai Severn, (r) director of women's program activities at KLZ, Denver, reported for a voluntary blood donation, the nurse's aide assigned to assist Lt. Miller (center), Army doctor in charge, turned out to be her friend, Mrs. Hugh B. Terry (l), wife of the manager of KLZ.

3 Virginia Outlets To Join Blue Network

WSLS, WLVA, WBTM Bring Total Stations to 137

THREE Virginia stations—WSLS, Roanoke; WLVA, Lynchburg; and WBTM, Danville—will become affiliated with the BLUE as basic supplementary stations effective Nov. 5, bringing the total number of BLUE affiliates to 137.

The stations are at present Mutual outlets. They will continue to be available to Mutual on time not optioned by BLUE, following their affiliation with the latter network. Several sponsored Mutual shows carried on the stations, will continue for a short while after the BLUE membership date, pending the expiration of contracts.

WSLS, owned by the Roanoke Broadcasting Corp., operates on a frequency of 1,490 k.c.; WLVA, owned by the Lynchburg Broadcasting Corp. on a frequency of 1,230 k.c.; and WBTM, owned by the Piedmont Broadcasting Corp., on a frequency of 1,400 k.c. All stations operate fulltime with 250 watts power.

The stations will be available and sold only as a package with an evening rate of $220 per hour.

Cost-of-Living Clause Receives AFRA Study

AMERICAN Federation of Radio Artists is giving serious study to the problem of whether or not it should invoke the clause in its contracts covering network commercials which permits the union to apply for increases in the stipulated minimum rates if the cost of living has increased more than 10 points from Sept. 15, 1940, to Sept. 15, 1942.

Emily Holt, national executive secretary of the talent union, said last week that the question was being studied by committees of the four locals involved—located in the network origination cities of New York, Chicago, Los Angeles and San Francisco—and by a national coordinating committee. "We have gathered the material and are getting ready for action," Mrs. Holt said.

Senate Orders AFM Probe

(*Continued from page 9*)

full committee's unanimous ac- Members of this subcommittee, addition to Chairman Clark, Hill (Ala.) and Andrews), Democrats; Tobey (N.H.) Gurney (S.D.), Republicans.

enator Hill, Democratic Whip, Senator Gurney, a strong mem- of the Military Committee, were ble to attend the preliminary rings because of other commit- ts.

It is likely the new subcommit- will exclude Hill and Gurney. ible replacements are seen as wart (Tenn.) or Tunnell el.), Democrats, and White a.) or Shipstead (Minn.), Re- blicans. Because of the scope the inquiry, the new subcommit- may even be of seven members. this, however, is to be settled s week.

At the full committee sesion on e resolution last Wednesday, ere was no recorded opposition. enator Tobey, it is reported, sug- sted the resolution be broadened embrace an investigation of the CC. He has been a persistent itic of FCC stewardship and, on easions, of the networks. During hairman Fly's testimony before e Petrillo Probe Committee he di- cted a few barbed queries about CC policies and procedures. The mmittee decided it best to confine e resolution to the labor issue.

In delivering the Interstate ommerce Committee's favorable eport to the Senate Wednesday, enator Clark minced no words. e called attention to OWI Direc- r Davis' testimony the cessation record-making "will adversely ffect the morale of the armed orces of the United States". He alled attention to the adverse ef- ect on "many small stations" hich would cause them to "cease peration", interfering with the issemination of war information rom OWI.

Attack on Freedom

Both Mr. Fly and Mr. Arnold aid clearly that the problem pre- ented by Mr. Petrillo's order "was ne for Congressional scrutiny", Mr. Clark stated.

"The committee", concluded the eport, "is of the opinion that the problem presented by this resolu- ion is an urgent one. This nation is engaged in a great war to pre- erve the free Democratic system, and the conduct of that war in the best and most efficient manner is hreatened by the acts and prac- tices which this resolution pro- poses the Senate shall investigate."

Mr. Arnold, in his testimony last Monday at the final preliminary session of the subcommittee, charged that the AFM is attempt- ing "to coerce their immediate employers to use unnecessary and useless labor" and to "destroy in- dependent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phono- graph records and electrical tran- scriptions, because they have adopted new inventions for the rendition of music." He described Petrillo's attempt to keep amateur musicians off the air as going "a step beyond the closed shop". He called this "an attack on individual freedom in America".

In his unscheduled appearance, AFM-AFL Counsel Padway told the Committee the union itself, and not Petrillo, had ordered the re- cording ban. He cited the action of two successive AFM conventions to this end. Mr. Padway also dis- claimed AFM failure to cooperate in the war effort, contending that no organization has exceeded it in cooperating with the armed forces and the Government. Finally, he offered to expedite the anti-trust hearing in Chicago Oct. 12 and said he would be willing to "open argument tomorrow".

The preliminary hearings were to have terminated last Monday with the testimony of Assistant Attorney General Arnold. The testimony of James Nemec, West Palm Beach attorney and Junior Chamber of Commerce executive, was impromptu and had been ar- ranged at the request of Senator Andrews.

Totally unexpected was the ap- pearance of Mr. Padway, who told the committee he had returned from London only the preceding Saturday.

In characteristic fashion Mr. Arnold, flanked by Holmes Bald- ridge, chief of the litigation sec- tion of the Anti-Trust Division, told the subcommittee why he con- sidered the made work issue so important. In substance, he said under cross-examination that ac- tion by Congress on legislation to relieve such union pressures would not interfere with his suit, though he thought that legislation suffi- ciently broad to cover the entire labor picture would have to be handled through other processes.

In opening the third and final day of the preliminary hearings, Chairman Clark said it had come to his attention that the Dept. of Justice had instituted civil action against AFM and he had asked Mr. Arnold to appear. Mr. Arnold said he would place in the record in succinct form the history of the department's policy relating to the

Hal Smith

HAL SMITH, sportscaster of KCMC, Texarkana, Tex., died of a heart attack after a two day ill- ness, shortly before he was to leave for a new job in Richmond, Va. Formerly with Dallas and Oklahoma City stations, Mr. Smith, was highly regarded in Tex- arkana, where he had worked since last spring.

THIS IS NO MILITARY SECRET!
KFAR
GOES TO 5000 WATTS
This means:
● Bigger and better service for its advertisers!
● Better entertainment and greater coverage for Alaskans and Uncle Sam's armed forces!
● Alaska's first station to go to 5,000 watts!
● Coverage on 610 kilocycles equal to 50,000 watts at the other end of the dial!
Alaska's most modern station finds itself sharing the attention focused on a booming territory by America and her Allies.
5000 Watts 610 kc
Fairbanks Office: LATHROP BLDG.
Seattle Office: THOMAS L. EMORY, 1411 FOURTH AVE. BLDG.
RCA Equipment Throughout

overall made work issue, and he placed in the record all of the relevant court cases and pleadings.

Department's Stand

A bill in equity has been filed by the Anti-Trust Division against AFM in Chicago, Mr. Arnold said, and a hearing is set for Oct. 12 on motion of the Government for a preliminary injunction and on a motion by AFM to dismiss. He said that since he expected to argue that motion personally, he would prefer not to produce before the committee the evidence which he planned to develop by affidavit at that hearing. To supply the committee with background of the position the Government takes in the Petrillo case, Mr. Arnold reviewed previous attempts of the Anti-Trust Division to deal with restraints of trade by labor organizations.

He said that in general the department in 1939 took the position that interferences with interstate commerce by organized labor which had no reasonable connection with wages, hours, health, safety, the speedup system or the establishment and maintenance of the right of collective bargaining were violations of the Sherman Act. The first prosecutions were in connection with the building trades, he said.

Mr. Arnold cited the Hutcheson and International Hod Carriers cases and the more recent International Brotherhood of Teamsters case under the Anti-Racketeering Act. All of them involved the made work issue. In the latter case, however, he said the court decided the Anti-Racketeering Act was not violated where members of the teamsters union compelled the owners of trucks coming into New York to hire useless and unnecessary employes under duress enforced by threats and violence. He said this case did not directly involve the question whether an organized restraint of trade by labor unions in order to compel the hiring of unnecessary labor was within the Sherman Act.

Not Yet Decided

Since the decision in the teamsters case, Mr. Arnold said, three questions remain undecided by the Supreme Court. He enumerated these as: "(1) May a labor union use organized coercion to compel its own employer to maintain obsolete or inefficient methods and to refuse to introduce new mechanical improvements in order to compel the hiring of unnecessary labor? (2) May a labor union use organized coercion to destroy an an independent business not directly employing members of this union, because it has introduced labor-saving devices or improved mechanical methods which cut down the general demand for labor in that area? (3) May a labor union use organized coercion to prevent voluntary groups who do not seek employment from rendering services without pay?"

All these questions, Mr. Arnold declared, are raised by the activities of AFM in the pending suit in Chicago. He charged that AFM is attempting to "coerce their immediate employers to use unnecessary and useless labor; that it is attempting to destroy independent businesses which do not employ musicians, such as small independent stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transcriptions, because they have adopted new inventions for the rendition of music; that the union is attempting to prevent the rendition over the air of voluntary musical performances by organizations such as high school orchestras."

The high school orchestra ban, Mr. Arnold said, goes a step beyond the closed shop because it is a claim that the union has a right to stop performances by volunteers and amateurs who are not seeking employment from anyone. He described it as similar to a demand that farmers not be permitted to harvest their own crops or that house owners not be permitted to repair their own buildings.

Legal Position

Before outlining to the committee precisely what the department hoped to accomplish in the Petrillo proceedings, Mr. Arnold reviewed its contentions of the Department. In the Hutcheson case, he said, the court held that in a dispute growing out of the "terms and conditions of employment" within the meaning of the Clayton Act organized labor is exempt from the Sherman Act unless the union combined with a non-labor group.

The department intends to argue, he said, "and we believe that the court will hold that this is a combination of a non-labor group which puts the case beyond the exemption of the Sherman Act in the Hutcheson case. I will not argue the law on these points beyond this brief statement."

These contentions, the Assistant Attorney General continued, will be tested in the Petrillo case. He said there is no decision of the Supreme Court which directly deals with these questions. The decisions reversing the Department's former position on restraints of trade by labor have reversed a number of former cases. Under these decisions labor activity is exempt from the Sherman Act if the dispute grows out of terms or conditions of employment. The question as to what demands a labor union may properly make a condition of employment, continued the official, has not been discussed in any opinion of the highest tribunal.

"We believe that there must be some limit to the kind of demand which may be included in this test. Certainly a labor union could not interfere with political freedom by making it a term or condition of employment that its employer attack a political organization.

"We regard a handicap on industrial progress by preventing the use of improved mechanical equipment in an industry an attack upon industrial freedom. We re-

NETWORK AND STATION executives of the Atlantic Coast Network and its affiliate members who met September 16th in New York are shown (seated l to r) Edward Codel, General Manager of ACN, Herman Bess, Vice-President and Sales Manager of WNEW, New York. Arthur Simon, Manager of WPEN, Philadelphia, Harold A. Lafount, President of the network, Sylvia Kaliel, Traffic Manager of the network, A. N. Armstrong, Manager of WCOP, Boston, Robert M. Scholle of the ACN Sales Department, and Fred Dinert, Sales Manager of WPEN; (standing l to r) Harold W. Batchelder, Vice-President and Treasurer of WFBR, Baltimore, Robert Maslin, Jr., Assistant Treasurer of WFBR, T. F. Allen, Sales Manager of WFCI, Pawtucket, Wally Duncan, National Sales Manager of WNEW, G. Bennett Larson, Manager of WWDC, Washington, Richard W. Davis, Manager of WNBC, Hartford, James T. Milne, Manager of WELI, New Haven.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

kglo MASON CITY, IOWA
Now 5000 watts
DIP INTO THE PORK BARREL MARKET
-at old 1000 watt rates still in effect
THE Pork Barrel MARKET
CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

WHKY HICKORY NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
WHKY offers complete coverage of the Rich Western North Carolina Market at *one* LOW COST.
1290 KC BLUE NETWORK

an attack upon amateur performances of music as an attack individual freedom of expression."

ce there have been no specific ons to guide the department, Arnold said the Government ht a civil rather than a crimaction to raise these questions e the Supreme Court. He d in the record the July 23 release in which Attorney ral Biddle announced he had rized filing of the injunction eding against AFM and Pe- because of the transcription recording ban. He also placed e record the complaint itself, on Aug. 3, alleging a conracy to restrain commerce in ograph records, electrical scriptions and broadcasting.

The complaint asks for both a liminary and permanent inction," Mr. Arnold declared. question of the granting of a liminary injunction, he said, is for hearing Oct. 12. At that ring the Government will introe testimony by way of affidavit support of the preliminary inction. A motion to dismiss the plaint has been filed by AFM, said, but the department inds to "expedite the case in every sible way". He said, however, re was no way of determining en it would reach the Supreme rt.

Under cross-examination, Sena- Clark asked Mr. Arnold ether it was not a fact that the partment would not have filed complaint unless it had "subtial legal grounds". Procuring affirmative response, the chairan said there appeared to be at st a "fairly close legal question" sented, based on the record.

Mr. Arnold said in his judgment ere would be an appeal but he d not believe the question was se, but that it was novel and he d hope to have the appeal expeted. It is likely to take some me to get adjudication, he said, ce there is no fast way of getng through the Supreme Court.

Effect on Morale

Chairman Clark recalled that Messrs. Davis and Fly had testified me was "of the essence" in order bring about a situation where corded music in this war emergency can be made available to the ublic. He added that if it would ot interfere with the Governent's anti-trust proceedings, he esired to have his committee look nto the whole matter toward corective legislation.

Asserting he was seeking a preliminary injunction, Mr. Arnold aid that what Congress does won't mbarrass the Government case at all.

Mr. Clark observed there was a rave question whether the Interstate Commerce Committee or its ubcommittee could go into the roblems of general labor legislaion. He declared it was entirely ossible that the Committee on Education & Labor would feel that its jurisdiction was being impinged upon. Such legislation would cover a much broader base than the Petrillo matter, he pointed out. Mr. Arnold commented that Congress could not pass made work legislation in one phase of labor activity and not apply it in others.

Pointing out that not a mechanical reproduction had been made since Aug. 1, Senator Clark said he was "tremendously concerned" about the picture, particularly its effect upon public morale and the armed forces.

At the request of Senator Andrews, James Nemee, attorney of West Palm Beach and president of the Junior Chamber of Commerce, told the committee about difficulties which developed over use of an Army band in connection with War Bond campaign activities.

Pulled Off

The civic committee, he said, had arranged an elaborate program for the War Bond rally and, because of the large attendance anticipated, felt it needed at least a 12-piece orchestra. Aside from the fact that it could not afford such an orchestra with funds available, Mr. Nemee said a band of that size was not procurable through the local. Consequently, the service orchestra at Morrison Field, Fla., was engaged for the events. Bond sales soared, he said, but dropped after the band was released.

Mr. Nemee alluded to a letter from the West Palm Beach local to Petrillo, in effect saying that the Chamber of Commerce "had the gall" to put on a program without our permission. Mr. Nemee said this was so despite the fact that the union couldn't muster more than five or six men.

Afterward he was told by an officer at Morrison Field, Mr. Nemee said, that the service orchestra had been transferred out of the community and to Texas. He said he did not learn the reason.

Senator Andrews commented that he had asked Mr. Nemee to appear "to show you how this thing works".

With Chairman Clark about to recess the hearings, AFL-AFM General Counsel Padway asked to be heard. Senator Clark explained that the hearings were purely preliminary, that he had asked only the three Government officials to appear at this time, and that he had not invited AFM, NAB or other expected participants to testify until the resolution was either reported favorably by the committee or voted down.

Mr. Padway said he had not been aware of the committee's procedure and had just returned the preceding Saturday from a trip to London. It was his absence from the country which resulted in the one-month postponement of the argument on the Government's injunction case to Oct. 12.

Mr. Padway insisted that the record transcription ban was not issued by Petrillo but that the action was taken by the union at two successive conventions. "Mr. Petrillo," he said, "was simply carrying out the order of the AFM." "Wouldn't you say that Mr. Petrillo dominates the AFM?" asked Chairman Clark.

'Democratic'

"Exactly the contrary," said Mr. Padway. "The AFM is a very democratic organization. I don't think it is less democratic than Congress."

In his brief appearance, Mr. Padway also alluded to the testimony of Mr. Arnold. He said AFM would join with the Government in seeking to expedite the case. He said he was willing to move up the date and open argument "tomorrow" instead of Oct. 12.

Alluding to the testimony of Mr. Nemee, Mr. Padway said he did not want the story to go out that the AFM "is not cooperating with the armed forces". He said that if it could be measured in money, the AFM has given "hundreds of thousands of dollars" in services. Petrillo repeatedly has assured the armed forces that the transcription record ban has no bearing on the war effort, Mr. Padway insisted. He suggested that the committee contact Lt. Col. E. M. Kirby, chief of the Radio Branch of the Army, for corroboration of this statement.

Insofar as the war effort is concerned, the attorney said, there is "no equivocation, no limitation and no exception" as to the extent to which AFM goes in volunteering its services. He said he did not think there was any organization or individual more patriotic than AFM and Petrillo, respectively.

Concluding the preliminary sessions, Chairman Clark said that he would give full opportunity to all parties in interest to appear at the formal hearings after the Senate has a chance to "validate or turn down my resolution".

Lee, Oklahoma Net Head, Resigns to Enter Navy

JOSEPH W. LEE, president of the Oklahoma Network since last January and manager of KGFF, Shawnee, has resigned to enlist in the Navy and has been given leave of absence from KGFF for the duration. He has been succeeded as president of the Oklahoma Network by Robert D. Enoch, general manager of KTOK, Oklahoma City.

Mr. Lee

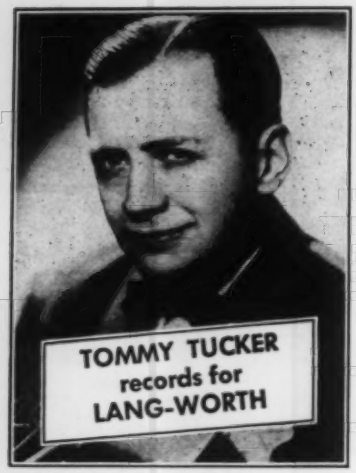
Mr. Lee was sworn in as a seaman in the "Seabees", Navy foreign service construction organization, on Aug. 23, and is awaiting orders to proceed to Norfolk for six weeks training preceding foreign duty. He has retained his place on the Network board, but has relinquished the presidency. At a meeting of the network board Sept. 14, Mr. Enoch was elected to fill Mr. Lee's unexpired term.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.



CALLED TO CONFER with department heads of Hotel Boise to plan radio advertising is Boyd Braithwaite advertising manager of KIDO, Boise, (second from left). At the meeting to arrange programs, and interviews for special events are: (l to r) Harry Miller, chief engineer; Mr. Braithwaite; Arlyne Thoresen, hostess; Ermal Stevenson, manager, Aero Club; Virgil G. McGee, manager; (standing), Perry Bruce, catering manager; J. G. King, assistant manager; Ethel MacLinn, housekeeper; Larry Dimick, bell captain; Margaret Carson, head cashier.

"Yesh, Porter, if you've lissened to that U. of M. game on WFDF Flint Michigan, you'll handle my pigskins wish care."

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Georgia's Most POTENT "Spot Market" DUO
WATL ATLANTA MBS 250W
WRBL COLUMBUS CBS 250W
Represented by SPOT SALES Inc.

New Trade Group

(*Continued from page 7*)

for Oct. 19 in Worcester, Mass.

Because of the hunger of broadcasters for information on wartime operations, the district meeting schedule is being devised to include speakers representing the public relations branches of the Army, Navy and Marine Corps, the Office of War Information, Office of Censorship, and the Treasury. The usual current agenda of industry matters also will be covered by NAB executives or committee chairmen.

The overall music situation, intensified by the AFM recording ban, consumed considerable time. The board, after hearing the reports of President Miller and Sydney M. Kaye, special counsel, approved the association's activities in connection with the whole music fight.

Memberships of KFAR, Fairbanks, Alaska; KLUF, Galveston; and KTHS, Hot Springs, were announced by President Miller, bringing the membership total to 510.

The war manpower situation, radio's most vexing immediate problem, was reported by President Miller and Mr. Russell, who expressed confidence that regulations shortly would be forthcoming which would prevent further ruinous inroads into station staffs. The board agreed that stations would have to train women and older men for replacement, but that at the same time every effort should be made to gain recognition of the important relation of radio to the war effort.

Need for conservation of materials and equipment also was stressed. Current moves being made jointly by the War Production Board and the BWC, to alleviate the broadcasters' plight, were recounted.

The NAB Radio Advertising Committee, which met Wednesday morning, one day in advance of the board meeting, continued previous discussions on the use of radio by department stores. The meeting was presided over by Walter Johnson, sales manager of WTIC, Hartford, in the absence of Chairman Morency.

Others who attended included William C. Gillespie, KTUL, Tulsa; Sherman Gregory, WEAF, New York, and members of the sales managers committee, including John M. Outler Jr., WSB, Atlanta, chairman; Dietrich Dirks, KTRI, Sioux City, Ia.; William F. Malo, WDRC, Hartford; Frank R. Bowes, WBZ, Boston; Don Davis, WHB, Kansas City; Arthur Hull Hayes, WABC, New York (for CBS); and George H. Frey, NBC, New York.

The sales managers executive committee held an informal dinner and evening session Wednesday, at which Lew Avery, account executive of Free & Peters, Chicago, national station representatives, was introduced as the new NAB director of the Department of Broadcast Advertising. Mr. Avery asumes his new post Oct. 1, succeeding Capt. Frank E. Pellegrin, of the Army Radio Branch.

CONSERVE RADIO, POLICE ARE TOLD

POLICE radio needs are considered by the War Production Board as second only to those of the country's armed services, Frank H. McIntosh, chief of civilian radio of the WPB's Radio & Radar Branch, told a convention of international chiefs of police, meeting at the Hotel Pennsylvania, New York, last Tuesday and Wednesday. However, he warned the police executives that the military needs are such that there will be little or no expansion in present police radio facilities for the duration.

FCC Chairman James Lawrence Fly, who also addressed the group, emphasized the need for the "most efficient possible use" of present facilities and conservation of equipment through "a much more rigorous application of the requirement of limiting power to an amount consistent with satisfactory technical operation under local conditions is called for".

Military needs are tremendous, Mr. McIntosh asserted, so that for the present at least the police may expect only the radio parts and equipment that are absolutely necessary to maintain and repair their present apparatus. He urged his audience not to get too excited now about FM and other technical developments, many of which will be embodied in police and other communications after the war.

Federal Recording Pa... To Cover 17 Compani...

ACTING under a War Productio... Board directive to aid smaller bu... ness firms cramped by wartime r... strictions the Treasury Procu... ment Division has signed contrac... with 17 recording studios to supp... the recording needs of all Gover... ment agencies. This contract do... not assure work to any of the ... contractors but entitles them ... exclusive consideration in any wo... to be done. Although Governme... officials would not hazard a gue... on the yearly Government expend... ture in recording, informed indu... try representatives put the figu... in the neighborhood of $250,000.

This reverses the contract f... the past year which the Gover... ment held with Allied Recordin... Co. which was the Government' exclusive recording agent. Unde... the new contract, effective Sept. 1... 1942 through Oct. 1, 1943, each o... the 17 companies has agreed t... accept the prices prevalent unde... the Allied contract, which were no... revealed. It was said, however, tha... where talent was involved th... agency concerned would pay th... cost and 10% to cover such items... as social security. Whereever talen... is involved, payment will adhere... to union standards.

NBC's Planning Group... Holds Chicago Meeting

CONFRONTED with new operat... ing problems precipitated by the... war, the NBC Advisory Planning... Committee met in Chicago last Fri... day with NBC President Niles... Trammell and other network execu... tives. Means of broadening and... improving service and of meeting... current operating problems were... discussed.

Presiding was Harry Stone, WSM, Nashville, in the absence of Paul W. Morency, WTIC, Hartford, committee chairman, who was ill. Others at the session were James D. Shouse, WLW-WSAI, Cincinnati; Arden X. Pangborn, KGW-KEX, Portland; Stanley Hubbard, KSTP, St. Paul; Ed Yocum, KGHL, Billings, Mont. Also absent was O. L. (Ted) Taylor, KGNC, Amarillo.

In addition to President Trammell, NBC executives included William S. Hedges, vice-president in charge of stations; Frank M. Russell, Washington vice-president; C. L. Menser, vice-president in charge of programs; Harry Kopf, Chicago vice-president; Charles Brown, director of promotion and advertising; and Sheldon Hickox Jr., station relations manager.

AFM PULLS MUSIC FROM NEWS DRAMA

AFM last week withdrew the special permission it had previously given for use of its members on *Todd Grant Gets the News*, transcribed dramatic serial depicting the role of American industry in the war. Carl Byoir & Assoc., who distribute the series free to stations, which may either sell the program for local sponsorship or present them sustaining, said the only effect is that no music will be used and the organist formerly hired to supply the theme and bridge music has lost his job.

New Discount Plan Boosts CBS Hours

Lorillard Latest to Use All 115 Stations of Network

WITH announcement that the P. Lorillard Co. program starring Nelson Eddy and Celanese Corp.'s *Great Moment in Music* will use the full CBS network of 115 stations, a revised survey by the network shows that 85 stations have benefited by the CBS 15% discount plan, which has added 349 hours and 25 minutes to the network's commercial schedule.

This brings the figure of individual commercial programs using the full CBS network to 21—representing a total of 28 individual periods weekly and 14 separate sponsors. *Great Moments in Music* takes the full network Oct. 7, while Nelson Eddy will be heard on all CBS affiliates Oct. 28. Young & Rubicam, New York, and J. Walter Thompson Co., New York, respectively, are the agencies for the two shows.

Additional Hours

Two CBS stations, WBAB, Atlantic City, and WBMS, Uniontown, have added 11 hours and 15 minutes, or 25 new program periods, to their schedules; 31 have added five hours or more weekly, and 58 have added five hours or more weekly, and 58 have added five or more new program periods weekly.

Following is the complete list of 21 CBS commercial shows taking the full network, all of which have increased their station lists, except the three Lever Bros. Co. shows mentioned first which begin on CBS using the entire network:

Burns & Allen, Bob Burns, Mayor of Our Town, Lux Radio Theatre, Lever Bros.; Camel Caravan, Blondie, R. J. Reynolds Tobacco Co.; Crime Doctor, Philip Morris Playhouse, Philip Morris & Co.; Harry James Orchestra, Liggett & Myers Tobacco Co.; Theatre of Today, Armstrong Cork Co.; Your Hit Parade, American Tobacco Co.; Sergeant Gene Autry, The First Line, Ben Bernie, William Wrigley Jr. Co.; Pause That Refreshes on the Air, Coca-Cola Co.; Take It or Leave It, Eversharp, Inc.; Kate Smith Hour, General Foods Corp.; Jackson Wheeler, News, Curtiss Candy Co.; Texaco Star Theatre, Texas Co.; Nelson Eddy, P. Lorillard Co.; Great Moments in Music, Celanese Corp.

Coordinated System of Alarms Set Up By Connor For Entire West Coast Area

A COORDINATING system, similar to that established in Southern California following the Jap bombing of Pearl Harbor, is being set up for the entire Pacific Coast in cooperation with the IV Fighter Command.

Plans have been in the making for some weeks with executives of the Northern California Broadcasters Assn., Southern California Broadcasters Assn., Washington State Broadcasters Assn., and Oregon State Broadcasters Assn., meeting with the IV Fighter Command in a series of conferences. Arthur Westlund, manager of KRE, Berkeley; Lawrence W. McDowell, commercial manager of KFOX, Long Beach; Harry Spence, manager of KXRO, Aberdeen; and Lee Bishop, manager of KMED, Medford, respectively are presidents of the several associations.

Connor at Helm

To coordinate activities of the four associations, and in view of his knowledge of military requirements, the IV Fighter Command has asked Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn., to act as its representative in working out details of the required arrangements.

A special network, including every station in the three Pacific Coast states, is being set up with each district having a master control system similar to that used in Southern California [BROADCASTING, Aug. 17].

Attending the various conferences between trade associations and the IV Fighter Command, and actively working with Mr. Connor, are John W. Swallow, NBC western division program director; Fox Case, CBS West Coast public relations director; and Van C. Newkirk, program director of Don Lee Broadcasting System. Assigned to assist in developing the project are George Greaves and G. B. McElwain, KPO, San Francisco; H. M. Swortwood Jr., and Ted W. Cooke, KOIN, Portland; Maury Rider and James Hatfield, KIRO, Seattle; Paul Gale, NBC; Alan Cormack, CBS; Walter Lonner, BLUE; Dave Young, Don Lee.

Summing up these exhibits to give the composite picture of the station that is "going to take the full force of this blow", Mr. Fly said: "He is the fellow who isn't on a national network; his power is 500 watts or less; he is located in a city which has a population of less than 50,000; his total annual time sales are less than $75,000; and after he pays his expenses he has either lost money or has a net income for the year of less than $5,000 and he still has to pay his taxes."

Edward Cooper Granted Commission in the Navy

EDWARD COOPER, aide to Senator Wheeler and acting clerk of the Senate Interstate Commerce Committee, has been commissioned a lieutenant (j.g.) in the Naval Reserve and shortly will report for a 60-day indoctrination course. It is understood he will be assigned to the War Plans Section of the office of the Director of Naval Communications. Chief of the office is Comdr. F. O. Willenbucher.

Lt. Cooper

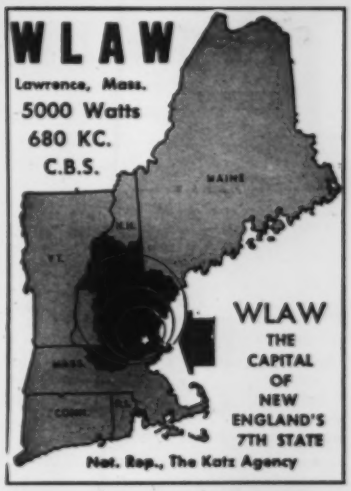
Lt. Cooper follows into the Naval Reserve R. Bailey Stortz, for the last five years clerk of the Senate Interstate Commerce Committee. Lt. Cooper is a native of Montana and is a former newspaper correspondent. He was chief of staff of the Senate Interstate Commerce Subcommittee investigating the telegraph merger and has acted as committee clerk during hearings last fall on the White Resolution and on other proceedings involving radio and communications legislation.

PHILCO FOOTBALL CARRIED ON WCAU

PHILCO Corp., Philadelphia, is sponsoring the college football games of the U of Pennsylvania on WCAU, Philadelphia, this season. Atlantic Refining Co., Philadelphia, which carried the games in previous seasons, was also negotiating for the games, but it is understood Philco outbid Atlantic for the rights.

It marks Philco's first sponsorship of athletic contests and first use of radio since the start of the war. Announcements will be devoted to sale of war bonds, scrap and metal salvage drives and other services useful to the Government.

Contract signed Sept. 24, includes seven home games from Franklin Field and two away games. Agency is Sayre M. Ramsdell Assoc., Philadelphia.



THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
In this market no "Outside Voice" can compare with the "Inside Pull" of WHBF!
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 19 TO SEPTEMBER 25 INCLUSIVE

Decisions . . .

SEPT. 21

NEW, Waco, Tex.—Beauford H. Jester, individually and as a trustee, granted petition for continuance of hearing application CP until Oct. 8.

WMAN, Mansfield, O.—Granted petition extend time to file findings and conclusions on application renew license.

SEPT. 22

WFTM, Fort Meyers, Fla.—Granted transfer of control to Ronald B. Woodyard and Reginald B. Martin.

WGGA, Gainesville, Ga.—Granted assignment of license to Blue Ridge Broadcasting Co.

KVAK, Atchison, Kan.—Designated for hearing application renew license, voluntary assignment to Radio Enterprises, Inc.

KMTR, Los Angeles—Designated for hearing application renew license.

KIDW, Lamar, Col.—Denied renewal of license.

Temporary Renewals (Until Nov. 1, 1942): KAND KBTM KDLR KFBC KFXM KGFJ KGFW KHBG KHUB KWFC WBBZ KCRW KLS KMAC KODL KOL KRBA KROC KSUN WFHR WFIN WJBW WOCB WSOC KBTM KFGQ KFOX KVOL KVSO WAJR WBRW WCMI WTRC WEDC WTEL WBRB WCAZ WCOC WEVD (auxiliary) WFCI WING WMRO WMUR WNBZ WSAR WSPB WTJS WTSP KFJB KVGB WGES KBWD KCMC KFPY KFRO KGIW KID KIEM KPLT KRBC KSEI KSWO KTFI KUOA KWKH KXL KBST KGGF KGKL WBNX WCBT WCOP WFPG.

Temporary Renewals (Until Dec. 1, 1942): KCRJ KPFA WHBI WRAL KHBC WLBJ.

SEPT. 23

WNOE, New Orleans—Granted motion dismiss without prejudice application CP.

NEW, Hawaiian Broadcasting System, Ltd., Honolulu—Granted motion dismiss without prejudice application new station.

Applications . . .

SEPT. 21

W9XER, Kansas City—CP to install new transmitter, increase power.

SEPT. 23

KLRA, Little Rock—Extend special services authorization until Dec. 1, 1944.

KPQ, Wenatchee, Wash.—Extend special service authorization.

SEPT. 25

W83C, Chicago—Modification CP change transmitter, antenna of FM station.

Tentative Calendar . . .

NEW, J. C. Kaynor, Ellensburg, Wash.—CP for 1310 kc. with 250 w. unlimited (Sept. 29).

WJOB, Hammond, Ind.—CP for 1230 kc. with 250 w. unlimited (Oct. 1).

WHEB, Portsmouth, N. H.—Transfer of control (Oct. 2).

Pete Jaeger is Given Blue Commercial Post

C. P. (Pete) JAEGER, formerly vice-president of Transamerican Broadcasting & Television Corp., has been appointed manager of the commercial program department of the BLUE network, it has been announced by Phillips Carlin, vice-president in charge of programs. Jaeger will assume his duties Oct. 1, succeeding Douglas Storer who recently resigned to devote all of his time to his own production company [BROADCASTING, Sept. 7].

Mr. Jaeger

Starting his advertising career in 1928 as a space salesman for the *Chicago Tribune*, Jaeger stayed there five years before moving to the magazine field, first with Archer King Co., magazine representative, and then with *Farmer's Wife* magazine. In 1935 he and Virgil Reiter formed Reiter & Jaeger, station representative firm, in Chicago and when Transamerican was organized a year later Jaeger was appointed manager of its Chicago office. In 1937 he was made a vice-president and in 1938 was transferred to New York, where he has since been engaged in program creation, promotion, production and sales.

FIVE mathematics lessons of the National Radio Institute, Washington, have been compiled in *Mathematics for Radiotricians* as a special service to alumni members. Book gives essentials for handling problems in arithmetic, algebra, geometry, trigonometry, and special radio formulas.

SOUTH GEORGIA NET PLANS TO CONTINUE

ENCOURAGED by their success in handling advertising in the recent state and congressional primaries, representatives of the six-station South Georgia Network met at WGOV, Valdosta, last week to perfect their commercial and community services.

With Jack Williams, owner of WAYX, Waycross, as president, network members reviewed marketing opportunities in their area, including a chain of Army camps. The meeting also considered plans for publicizing local pecan, cane sugar, tobacco, watermelon, sweet potato, and naval store production.

South Georgia Network members are WMGA, Moultrie, WOV, Valdosta, WMJM, Cordele, WMOG, Brunswick, WAYX, Waycross, and WALB, Albany.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ADAM HAT STORES, New York (men's hats), on Tues., Oct. 6, 10:15 p.m. sponsors single-time broadcast, Bob Montgomery-Maxie Shapiro boxing match on 125 BLUE stations. Agency: Glicksman Adv. Co., N. Y.

GENERAL FOODS Corp., New York (Jello-O), on Oct. 2 resumes Kate Smith on 114 CBS stations, Fri., 8-8:55 p.m. (repeat 12-12:55 a.m.). Agency: Young & Rubicam, N. Y.

DOUBLEDAY DORAN & Co., New York (Book League of America) on Sept. 25 started for 13 weeks participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Fri., 9:30-10 a.m. (PWT) Agency: Huber Hodge & Sons, N. Y.

ALBERS MILLING Co., Seattle (flapjack flour), on Oct. 2 resumes *Whodunit* on 14 NBC Pacific Coast and Mountain stations, Friday., 8:30-9 p.m. (PWT) Agency: Lord & Thomas, San Francisco.

GOSPEL TABERNACLE, N. Y., on Oct. 17 starts *Word of Life Fellowship* on 7 ACN stations, Sat., 10:30-11 p. m. for 37 weeks. Placed direct.

LEVER BROS., Toronto (Rinso) on Sept. 21 started *Lionel Parent Chante* on CKAC, Montreal, and CHRC, Quebec, Mon. thru Fri. 7:45-8 p. m. Agency: Ruthrauff & Ryan, N. Y.

DEPT. OF FINANCE, Ottawa (Victory Loan) on Sept. 25 started *Notre Canada* on 10 Canadian Broadcasting Corp. Quebec stations, Fri. 8-8:30 p. m.; on Oct. 5 starts *Varieties 1942* on the same stations, Mon. 8:30-9 p. m. Agency: Canadian Adv. Agency, Montreal.

MIREILLE Co., Montreal (beauty products) on Sept. 21 started *Pour Votre Beaute* on 6 Canadian Broadcasting Corp. Quebec stations, Mon., Wed., Fri., 9:45-9:57 a. m. Placed direct.

WILSON MILK Co., Indianapolis (evaporated milk), on Oct. 5 will start *Smile Awhile With Jack Baker*, on 11 midwestern BLUE stations, Mon., Wed., Fri., 11:30-11:45 a. m. Agency: Keeling & Co., Indianapolis.

CONTINENTAL RADIO & TELEVISION Corp., Chicago (Admiral radio sets), on Oct. 4 starts *World News Today* on 42 CBS stations, Sun., 2:30-2:55 p.m. Agency: Cruttenden & Eger, Chicago.

NORTHWESTERN YEAST Co., Chicago (Yeast Foam), on Oct. 5 will start *Songs of a Dreamer* on 18 Midwestern stations, Mon. Wed. Fri. 10-10:15 a.m. Agency: MacFarland-Aveyard & Co., Chicago.

CRESTA BLANCA WINE Co., subsidiary of Schenley Distillers Corp., New York, on Oct. 14 starts *Cresta Blanca Carnival* on 64 MBS stations, Wed., 9:15-10 p.m. Agency: William H. Weintraub Co., N. Y.

CRAMERTON MILLS, Cramerton, N. C. (cotton textiles), on Sept. 18 sponsors one-time broadcasts of Army-Navy "E" award ceremonies on 14 BLUE Southeastern Group stations, Friday, 11:30-12 p.m. Agency: Fort & Co., Charlotte, N. C.

CHLORINE SOLUTIONS Inc., Los Angeles (Hy-Pro bleach, cleanser), on Sept. 12 started for 13 weeks, participations in *Breakfast at Sardi's* on 8 BLUE California stations and KOH, Reno, Nev., Saturday 9:45-10 a.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

A. S. BOYLE Co., Vernon, Cal., (Old English Household cleaner, furniture polish), on Sept. 14 started for 52 weeks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Mon., Wed., Fri., 9:30-10 a.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on Oct. 10 starts Dick Powell in *Campana Serenade* on 54 NBC stations, Sat., 7-7:15 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

GENERAL FOODS Corp., New York (Post's Bran Flakes), on Oct. 1 starts for 52 weeks, *Night Editor* on 6 NBC Pacific Coast stations (KFI KPO KMJ KGW KOMO KHQ), Thurs., 8:15-8:30 p.m. (PWT). Agency: Benton & Bowles, N.Y.

PEOPLES CREDIT JEWELERS, Toronto (chain), on Sept. 20 started *Peoples Musical Class* on CFRB, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa; Sun. 8:30-9 p.m. Agency: MacLaren Adv. Co., Toronto.

LEVER BROS., Cambridge, Mass. (Swan Soap), on Oct. 6 resumes *Burns & Allen* on 115 CBS stations, having added 52 stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

BOWEY'S Inc., Chicago (Dari-Rich products), on Sept. 26 renewed *Stars Over Hollywood*, adding 6 CBS stations, making a total of 61 CBS stations, Sat., 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

ARMSTRONG CORK Co., Lancaster, Pa. (linoleum), on Oct. 3 will renew *Armstrong Theater of Today* on 116 CBS stations, Sat., 12 noon-12:30 p.m. Agency: BBDO, New York.

GENERAL FOODS Corp., New York (Calumet, Swansdown), on Sept. 28 renews *Kate Smith Speaks* on 73 CBS stations, Mon. thru Fri., 12-12:15 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (La France, Satina, Postum), on Sept. 28 renews *Joyce Jordan, M.D.* on 76 CBS stations, Mon. thru Fri., 2:15-2:30 p.m. (repeat 3:30-3:45 p.m.). Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 5 renews *Young Dr. Malone* on 87 CBS station, Mon. thru Fri., 2-2:15 p.m. Agency: Benton & Bowles, N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Shave cream), on Oct. 3 shifts *Hobby Lobby* on 69 CBS stations from Tues., 8:30-8:55 p.m. to Sat. 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Sept. 27 shifted *Edgar Bergen & Charley McCarthy* from Hollywood to New York for four weeks on 126 NBC stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

WHITE LABS., New York (Feen-A-Mint) on Sept. 25 added 103 MBS stations to *Double or Nothing*, making a total of 203 MBS stations, Friday, 9:30-10 p.m. Agency: William Esty & Co., New York.

VICK CHEMICAL Co., New York (Vitamins plus), on Sept. 21 added 64 stations to *Dr. I. Q.*, making a total of 129 NBC stations, Mondays, 9:30-10 p.m. Agency: Grant Adv., Chicago.

BRISTOL-MYERS Co., New York (Mum), on Sept. 25 shifted *In Person, Dinah Shore*, on 110 BLUE stations, from Fri., 9:30-9:45 p.m., to Fri., 8:15-8:30 p.m., and added West Coast repeat, Fri., 8:15-8:30 p.m. (PWT). Agency: Pedlar & Ryan, Inc., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Sept. 29 replaces *Glenn Miller* with *Harry James' Orchestra* on 127 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

TEXAS Co., New York (gas and oil) on Oct. 4 adds 11 CBC stations to *Fred Allen* on 117 CBS U. S. and Canadian stations, Sunday., 9:30-10 p.m. Agencies: (U.S.A.) Buchanan & Co., N. Y. (Canada) Ronalds Adv., Toronto.

QUAKER OATS Co., Chicago (Quaker Food Products) on Oct. 2 adds 12 CBS stations to *That Brewster Boy*, making a total of 80 CBS stations, Fri., 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Radio Technicians—If you are in 3A or 3B or otherwise draft deferred and feel that your present work can be foregone for the duration in favor of radio assembly in a prominent middle-western radio manufacturing plant making transmitting equipment for the armed forces write giving your qualifications, draft status, citizenship and two or three previous employers. If qualified can give employment starting November first or sooner. State salary desired. All information kept strictly confidential. Box 883, BROADCASTING.

OPPORTUNITY—For reliable, draft exempt, writer-director-announcer. Send photo, transcription of voice, samples of copy. State age, record of past performance and salary expected. William F. Holland Agency, Cincinnati, Ohio.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirement. Send voice recording if possible. Box 886, BROADCASTING.

Chief Engineer-Announcer—Capable limited maintenance 250 watt station. Prefer single, draft exempt man, but all applicants considered. Good salary. Voice important. Send transcription. WDLP, Panama City, Florida.

Operator—With first class license. Write giving experience, references, draft status and salary expected. Permanent job for right man. Box 879, BROADCASTING.

Experienced commercial announcer—Preference given to man with sports experience. Write or wire WKBH, La Crosse, Wisconsin. State draft status.

Engineer Wanted—First or second class license. By 1000 watt full time CBS affiliate. Living and financial conditions attractive. Real opportunity for permanent connection with advancement. WCAX, Burlington, Vermont.

STAFF ANNOUNCER—Needed on progressive Southern station immediately. Living conditions good. Transcription and photo helpful. Box 873, BROADCASTING.

Engineer—First or second class. WGNY, Newburgh, New York.

Engineer—Ideal working conditions. Will use first or second class license. Send full details first letter. Box 893, BROADCASTING.

Salesman—For 5,000 watt Regional; Basic Network affiliate; Prosperous Market, address complete details to Box 892, BROADCASTING.

SALESWOMAN—If you have a proven record of sales ability, preferably on a local station, and are interested in making upwards of $5,000.00 per year, I would like to talk to you. Give experience and earnings in first letter. Art Croghan, Sales Manager, WJBK, Detroit.

Studio Engineer—Large Midwest station. Excellent opportunity. State draft status; qualifications. Box 894, BROADCASTING.

Have an immediate opening—For time salesman with proven record to sell retail accounts. State sales qualifications, draft status and starting salary expected. Write Commercial Manager, WMC, Memphis, Tennessee.

Help Wanted (Cont'd)

SALESMAN—We have an opportunity if you have the ability to produce. Doing a larger volume of business than any 250 watt station in the country. A chance to make money—and we don't mean peanuts. Give experience and earnings in first letter. Must be reasonably safe from draft call for next nine months. A. H. Croghan, State WJBK, Detroit, Michigan.

Experienced First Class Engineer—10,000 watt station. Apply KTHS, Hot Springs, Arkansas.

Situations Wanted

General Manager with a knack for making money—Does your station need this man, now successful sales manager for important network station in large eastern city? Present earnings $11,000 yearly. Interested in change only from standpoint of long-range future possibilities. Willing to invest. Box 874, BROADCASTING.

First Class Licensed operator-announcer—Program director. News. Draft exempt. Now employed. Desires to make change. Prefer dry climate, but will consider any offer. Box 895, BROADCASTING.

General Manager — Thorough practical knowledge all phases of station operation, including construction. Excellent record national and local sales. Box 876, BROADCASTING.

Program or station manager—Fourteen years' experience. Producer, writer, director, idea man and exceptional experience in selecting talent. Married and over draft age. Opportunity means more than starting salary. Box 890, BROADCASTING.

Top Producer—Barn Dance and Hillbilly shows. Available now. Box 888, BROADCASTING.

Announcer available—Sports, news, special events. 12 years' experience. Married. Box 889, BROADCASTING.

Am twenty-nine years of age—Married and have draft status of 3A. Am not a drifter. Have three years' experience with all types of programs. Am outstanding in news, special events and sports. Am now located in 5,000 watt network station but desire change for personal reasons. Am available on two weeks' notice. Box 887, BROADCASTING.

Salesman-Announcer—Seven years in radio. Announcing, selling, writing copy. Available on two weeks' notice. Draft deferred. Small town preferred. Box 885, BROADCASTING.

Operator and Announcer—Efficient young woman experienced in both. Now employed. Write for full qualifications. Box 884, BROADCASTING.

NEWS-SPORTSCASTER—Play-by-play and special events. Have handled national accounts in five years' experience with independent and network station. College education, married, 4F classification. Employed now, available for position with progressive station. Box 882, BROADCASTING.

First class announcer—5 years. Desires connection with large station or program executive on smaller one. Transcription, qualifications on request. State salary. Box 881, BROADCASTING.

STATION EXECUTIVE—Solid background in station and agency field. Formerly radio director of major Chicago agency. Completely familiar with all phases of station operation, programming and administration. Draft exempt. Box 880, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—Twelve years' experience five and fifty kilowatts. Consider chief five kilowatt. Deferred. References. Box 878, BROADCASTING.

Chief Engineer—Desires change. State salary. Box 877, BROADCASTING.

Young Woman — Writer-producer, four years' varied experience, NYU Workshop, college graduate, 24, excellent references, energetic, desires responsible position. Box 872, BROADCASTING.

Mr. Station Owner—Is your station run down? Then I'm the man to build it up. Eight years' radio experience. Age 34, married, draft deferred, steady and reliable. Excellent program builder, proven sales ability, competent organist. References. Now working in an Eastern State. Box 871, BROADCASTING.

Plant Engineer—Available soon. Twenty years' experience, first class license, age 41, family, unclassified. Have ability and initiative. Prefer good regional or cleared channel connection. All offers will be given careful consideration. Now on West Coast non-broadcasting position. Box 870, BROADCASTING.

College Woman—Program director, announcing, traffic, continuity, promotion, desires opportunity with progressive station in metropolitan eastern area. Box 891, BROADCASTING.

Wanted to Buy

RECORDING EQUIPMENT—One or two tables, with or without Amplifier. WAKR, Akron, Ohio.

The TEXAS RANGERS
Transcribed Library is on
WHBF
Rock Island, Ill.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
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BROADCASTING
FOR
RESULTS!

Enforced Silence in New York Region Interrupts Network Commercial Series

AN AIR RAID alert last Tuesday evening put radio stations in the New York metropolitan area off the air for approximately 45 minutes. Second alarm during September and like the Labor Day morning alert [BROADCASTING, Sept. 14] caused by an unidentified plane which was later found to be friendly, the second enforced silence was both longer and more costly, as it occurred a few minutes before 9 p.m. in the heart of the evening's commercial schedule whereas the Labor Day alarm came about 2:30 a.m.

Programs Affected

WABC, CBS key in New York, went off the air at 8:49 p.m., coming back on at 9:35 p.m. and losing the last seven minutes of *Hobby Lobby* for Palmolive shave cream, the five-minute newscast of Cecil Brown for Johns-Manville Corp., the half-hour *Tommy Riggs & Betty Lou* broadcast for Swan Soap, and the opening five minutes of the General Motors Corp. program, *Cheers from the Camps.*

WOR, MBS outlet in New York, also signed off at 8:49 and came back on at 9:35, cancelling the final 11 minutes of *Can You Top This?* for Kirkman soap, Gabriel Heatter's quarter-hour newscast for Zonite, Red Barber's quarter-hour sportscast for P. O. N. beer and the start of the sustaining show, *Murder Clinic.*

WEAF, NBC's New York station, and WJZ, Blue outlet, were both off from 8:50 to 9:35. WEAF losses include the full *Battle of the Sexes* for Molle shaving cream, the windup of *Treasure Chest* for Tums and the beginning of the Johnson wax program, Meredith Willson and John Nesbit. Commercial cancellations on WJZ were *Famous Jury Trials* for Oh Henry candy bars, the start of Coca-Cola's *Spotlight Bands*, the Benrus time signal at 9 p.m. and the Phillips soup station break announcement at 9:30.

WHN, off from 8:50 to 9:34, and WMCA, blacked out from 8:51 to 9:35, suffered no commercial program losses.

In adition to WABC, CBS reported that WOKO, Albany; WGBI, Scranton; WBRY, Waterbury, WFBL, Syracuse and WCAX, Burlington, were also silenced for 45-minute periods by the alert.

Farthest reaching effect of the alert was felt by the Latin American broadcasters and listeners when three scheduled programs of the OWI failed to arrive because the shortwave stations in New York went off the air along with the local transmitters. Programs affected were *Estampos Norte Americana (Silhouettes of North America)*, shortwave via WRCA and WNBI, and rebroadcast on 31 Latin American stations; *Americanos Todos (Americans All)*, also via WRCA and WNBI, with stations in Latin America rebroadcasting it locally; *Las Ideas no Se Matan (Their Words Burn)*, shortwaved by WCRC, WCBX and WCAB and rebroadcast on 16 stations.

Situation was most serious in the case of *Las Ideas No Se Matan*, according to OWI, as last Tuesday's broadcast was the first of a new series and had been highly publicized to local audiences throughout Latin America. Other series have been on for some time and stations probably filled the period with recordings of previous programs in the series. Last week's programs will be repeated this Tusday.

Penn Tobacco Expands Major Market Campaign

PENN TOBACCO Co., Wilkes-Barre, Pa., substantially increased its spot broadcasting schedule in August and is now using quarter-hour news programs on one station each in 15 major markets for Julep Cigarettes and Willoughby Taylor Pipe Tobacco. Schedules will continue through fall and winter for an indefinite period.

Penn uses generally three programs a week on each station in the following cities: New York, Boston, Buffalo, Des Moines, Indianapolis, Milwaukee, Chicago, Cincinnati, Omaha, Hartford, Philadelphia, St. Louis, Topeka, Shenandoah (Iowa), and Kansas City. Agency is H. M. Kiesewetter Adv., New York.

Timothy to F & P

B. P. TIMOTHY, formerly advertising and sales promotion manager of Griesedieck Western Brewery Co., Belleville, Ill., has joined the Chicago sales staff of Free & Peters. Before joining the Griesedieck Co. three years ago, he was national advertising representative of the *Oklahoman & Times*, Oklahoma City, for 10 years.

WPB ORDER ALLOWS RECEIVER REPAIRS

ASSURANCE of the maintenance of home radios was manifest last Monday when the War Production Board announced that repair shop material could be obtained by distributors and dealers who buy directly from manufacturers through PD 1-X applications.

According to Linford C. White, chief of the WPB's distributors' branch, preference ratings will only be assigned to items necessary to the operation of recciving sets. Non-essential radio gadgets and phonograph parts will not be rated it was pointed out. This decision has no effect upon the consumer or the individual repair man; it merely serves to insure minimum needs through material grants to distributors and dealers.

This measure should be more than adequate to care for the supply of radio repair parts which were in danger of depletion before WPB aid was apparent, according to a survey by NBC announced last week. NBC claimed that once the year's supply of new radio sets now available was exhausted there was a likelihood the number of dead receivers would increase at the rate of 14,000 daily.

Wheeling Resumes

WHEELING STEEL Corp., Wheeling, (institutional), on Oct. 4 resumes *Wheeling Steelmakers* on 75 BLUE stations, Sundays, 5:30-6 p.m. Over 1,100 individual singers and musicians from the ranks of the company's employes and their families, have been heard on the program since the first broadcast six years ago. Agency is Critchfield & Co., Chicago.

New Campana Show

CAMPANA SALES Co., Batavia, Ill. (Campana Balm) has purchased a quarter-hour variety program featuring Dick Powell, m.c. and Matty Melneck's orchestra on 54 NBC stations. Saturdays, 7-7:15 p.m. to start Oct. 10. Agency is Aubrey, Moore & Wallace, Chicago.

Drawn for BROADCASTING by Sid Hix

"Goody, Goody, a Network Show . . . Now I Can Get Back to My War for a Half-hour!"

Brooks Appointe News Head of NB

McCall Is Named Assistan Schneider, Mack Remain

WILLIAM BROOKS, former exec tive editor of *Forbes Magazine*, a for 14 years an executive of Ass ciated Press, has been appoint director of NBC news and speci events division b Niles Tramme NBC presiden succeeding A. Schechter, no with the OWI i Washington.

Mr. Brooks

Mr. Brooks wi be permanen head of the d partment effe tive Oct. 5, assisted by Francis C McCall, who has been serving a acting manager [BROADCASTING Sept. 21]. Adolph J. Schneider wil continue as assistant manager fo news, as will Lathrop Mack, as sistant manager for special events

Busy Career

Prior to joining the AP in 1926 Mr. Brooks served seven years in general news work as reporter, news editor and feature writer. He entered journalism in his home town on the *Sedalia (Mo.) Capital* in 1927 while still in high school. After attending the U of Missouri he worked on several midwestern newspapers, including the *Kansas City Star.*

Joining AP in Kansas City, he was shortly transferred to Washington as feature editor and later to New York as news editor of the feature service, succeeding to the executive editorship in 1929.

For six years he visited every State in the union as feature service chief and later as executive assistant to AP's general manager. In 1937, Mr. Brooks was sent to London as managing director of the AP of Great Britain Ltd., in charge of photographic coverage and news distribution to Europe, Australia and the Far East.

He returned to this country last year to become managing editor of *Forbes Magazine*, later taking over the executive editorship. He has traveled extensively in South America and Europe, and is a member of the National Press Club. Mr. Brooks is 39, married, and the father of a 16-year-old son.

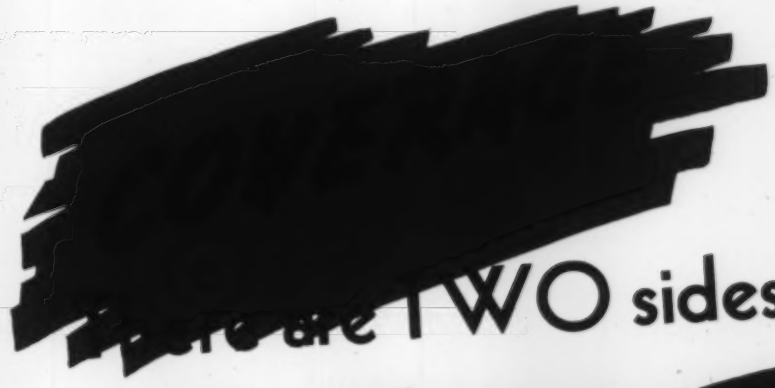
Lehn & Fink on 60

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., on varying dates in October will start its fall campaign for Hinds Honey & Almond Cream using five transcribed announcements or evening chain-breaks weekly on about 60 stations. Agency is Wm. Esty & Co., New York.

Continental on CBS

CONTINENTAL Radio & Television Corp., Chicago, on Oct. 4 will start an institutional program for its Admiral radio sets, using *World News Today*, the CBS news roundup from all over the world, in the Sunday 2:30-2:55 p. m. spot. Agency for Continental is Cruttenden & Eger, Chicago.

XUM



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With its new power and new frequency, now in operation, WAGA's primary coverage includes more than 42 counties in Georgia*. Total population of this area is 1,255,014 people, according to the 1940 census. There are 161,915 radio homes in WAGA's primary area. The pace-setting station of the South now introduces clients to thousands of new listeners, day and night.

* Based on 500 microvolt daytime contour

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BLUE NETWORK 5,000 at 590

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